

# VfL Wolfsburg vs 1. FC Heidenheim

DATE: Saturday, August 23, 2025

LOCATION: Heidenheim an der Brenz, Baden-Württemberg, DE

## Event Description

VfL Wolfsburg vs 1. FC Heidenheim is a premier sports event in Heidenheim an der Brenz. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 72/100

**Expected Attendance:** 13,000 people

**Event ID:** F7PR2RX3MHgdVSe2B6

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,200 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*