

Viborg FF vs FC Midtjylland

DATE: Saturday, September 20, 2025
LOCATION: Herning, Herning Municipality, DK

Event Description

Viborg FF vs FC Midtjylland is a premier sports event in Herning. 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: 71/100

Expected Attendance: 11,440 people

Event ID: AGfxwGLkShRiBbHj6w

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,576 across all properties

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