

# Allsvenskan - AIK vs IFK Göteborg

DATE: Sunday, August 17, 2025  
LOCATION: Gothenburg, Västra Götalands län, SE

## Event Description

Allsvenskan - AIK vs IFK Göteborg is a premier sports event in Gothenburg. 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:** 75/100

**Expected Attendance:** 17,023 people

**Event ID:** 9g92igramkvuMfSqE

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,809 across all properties

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