

Allsvenskan - AIK vs Norrköping

DATE: Monday, September 22, 2025
LOCATION: Norrköping, Östergötlands län, SE

Event Description

Allsvenskan - AIK vs Norrköping is a premier sports event in Norrköping. 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: 12,283 people

Event ID: 5S3z9xXU8zUkKnnkfp

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: 4,913 across all properties

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