

# Allsvenskan - Elfsborg vs GAIS

DATE: Saturday, September 20, 2025  
LOCATION: Gothenburg, Västra Götalands län, SE

## Event Description

Allsvenskan - Elfsborg vs GAIS 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:** 69/100

**Expected Attendance:** 9,187 people

**Event ID:** BWJnJTyfBSqCzxeeha

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,675 across all properties

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