

# Allsvenskan - Halmstad vs Mjällby

DATE: Saturday, August 30, 2025

LOCATION: Blekinge län, SE

## Event Description

Allsvenskan - Halmstad vs Mjällby is a premier sports event in the region. 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:** 65/100

**Expected Attendance:** 5,376 people

**Event ID:** HVnFzMFJJR62ysY3KE

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,150 across all properties

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