

Allsvenskan - Hammarby vs Halmstad

DATE: Sunday, September 28, 2025

LOCATION: Hallands län, SE

Event Description

Allsvenskan - Hammarby vs Halmstad 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: 67/100

Expected Attendance: 6,852 people

Event ID: 3qLZrVHCewAH4b9txs

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,741 across all properties

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