

Allsvenskan - Häcken vs Hammarby

DATE: Sunday, September 21, 2025
LOCATION: Johanneshov, Stockholms län, SE

Event Description

Allsvenskan - Häcken vs Hammarby is a premier sports event in Johanneshov. 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: 76/100

Expected Attendance: 20,893 people

Event ID: Gq9gYLDbSw6ntxxRA4

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,357 across all properties

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