

Allsvenskan - Norrköping vs Häcken

DATE: Saturday, September 27, 2025
LOCATION: Gothenburg, Västra Götalands län, SE

Event Description

Allsvenskan - Norrköping vs Häcken 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: 63/100

Expected Attendance: 4,467 people

Event ID: 8amhK4rnRs8m3RFLoz

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,787 across all properties

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