

Allsvenskan - Öster vs Hammarby

DATE: Sunday, August 31, 2025
LOCATION: Johanneshov, Stockholms län, SE

Event Description

Allsvenskan - Öster 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: 19,813 people

Event ID: AqZpC4YPWgAkHWUfaF

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: 7,925 across all properties

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