

# Allsvenskan - Värnamo vs Malmö FF

DATE: Sunday, September 28, 2025  
LOCATION: Malmö, Skåne County, SE

## Event Description

Allsvenskan - Värnamo vs Malmö FF is a premier sports event in Malmö. 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:** 74/100

**Expected Attendance:** 15,226 people

**Event ID:** 6VF6hSijEdPXWab283

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,090 across all properties

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