

Basketettan (W) - North - Blackeberg vs Östersund II

DATE: Sunday, January 18, 2026
LOCATION: Östersund, Jämtlands län, SE

Event Description

Basketettan (W) - North - Blackeberg vs Östersund II is a premier sports event in Östersund. 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: 49/100

Expected Attendance: 940 people

Event ID: CSZen8vBn75ZQo6bUa

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 376 across all properties

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