

Basketettan (W) - North - Umeå vs Luleå II

DATE: Saturday, January 31, 2026
LOCATION: Luleå, Norrbottens län, SE

Event Description

Basketettan (W) - North - Umeå vs Luleå II is a premier sports event in Luleå. 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: 56/100

Expected Attendance: 1,947 people

Event ID: GfeSHNKLSWdgqPo2Rz

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 779 across all properties

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