

Basketligan - Högsbo vs Umeå

DATE: Wednesday, November 19, 2025

LOCATION: Västerbottens län, SE

Event Description

Basketligan - Högsbo vs Umeå is a premier sports event in the region. 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: 59/100

Expected Attendance: 2,696 people

Event ID: CLk7tdcmSaruWtChQK

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,078 across all properties

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