

Basketligan - Sloga Uppsala vs Södertälje Kings

DATE: Saturday, December 27, 2025
LOCATION: Södertälje, Stockholms län, SE

Event Description

Basketligan - Sloga Uppsala vs Södertälje Kings is a premier sports event in Södertälje. 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: 51/100

Expected Attendance: 1,182 people

Event ID: 4jLfysx2HSrMWQ7F4

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 473 across all properties

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