

Basketligan - Umeå vs Borås

DATE: Friday, January 23, 2026
LOCATION: Borås, Västra Götalands län, SE

Event Description

Basketligan - Umeå vs Borås is a premier sports event in Borås. 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: 52/100

Expected Attendance: 1,314 people

Event ID: 5ZseSz7zpqkKz986X3

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 526 across all properties

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