

Basketligan - Umeå vs Jämtland

DATE: Monday, January 5, 2026
LOCATION: Östersund, Jämtlands län, SE

Event Description

Basketligan - Umeå vs Jämtland 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: 50/100

Expected Attendance: 1,010 people

Event ID: ACGb8B27cZ8YmTEjDM

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: 404 across all properties

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