

Basketligan - Uppsala Basket vs Södertälje Kings

DATE: Friday, January 9, 2026
LOCATION: Södertälje, Stockholms län, SE

Event Description

Basketligan - Uppsala Basket 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: 52/100

Expected Attendance: 1,264 people

Event ID: 5tbamc9nmW8gEfrei2

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: 506 across all properties

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