

Basketligan (W) - Alvik vs Södertälje

DATE: Saturday, January 24, 2026
LOCATION: Södertälje, Stockholms län, SE

Event Description

Basketligan (W) - Alvik vs Södertälje 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: 56/100

Expected Attendance: 2,001 people

Event ID: bLSHpz8dPr7SL4aEHt

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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