

# Basketligan (W) - Luleå vs AIK

DATE: Saturday, January 3, 2026  
LOCATION: Solna, Stockholms län, SE

## Event Description

Basketligan (W) - Luleå vs AIK is a premier sports event in Solna. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** EGXcbgMCRyCGm3NgA2

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 200 across all properties

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