

# Division 2 - Norra Götaland - Herrestads vs Kongahälla

DATE: Friday, September 26, 2025  
LOCATION: Kungälv, Västra Götalands län, SE

## Event Description

Division 2 - Norra Götaland - Herrestads vs Kongahälla is a premier sports event in Kungälv. 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:** 53/100  
**Expected Attendance:** 1,459 people  
**Event ID:** CZCrbPYYzNhSdZeuJc

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 584 across all properties

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