

Division 2 - Norra Svealand - Nacka Iliria vs Franke

DATE: Friday, August 29, 2025
LOCATION: Västerås, Västmanland County, SE

Event Description

Division 2 - Norra Svealand - Nacka Iliria vs Franke is a premier sports event in Västerås. 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: 993 people
Event ID: DE7CkGWAbhuacPhYBn

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: 397 across all properties

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