

# Division 2 - Norrland - Promotion Round - IFK Luleå vs Piteå

DATE: Wednesday, September 24, 2025  
LOCATION: Piteå, Norrbottens län, SE

## Event Description

Division 2 - Norrland - Promotion Round - IFK Luleå vs Piteå is a premier sports event in Piteå. 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:** 57/100

**Expected Attendance:** 2,236 people

**Event ID:** 8AAyYPyeSKQcjSwA6r

## 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:** 894 across all properties

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