

Division 2 - Norrland - Promotion Round - Piteå vs IFK Östersund

DATE: Sunday, October 5, 2025
LOCATION: Östersund, Jämtlands län, SE

Event Description

Division 2 - Norrland - Promotion Round - Piteå vs IFK Östersund is a premier sports event in Östersund. 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: 60/100
Expected Attendance: 3,048 people
Event ID: HRNzDDUfHa6mGtKDrP

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,219 across all properties

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