

# Division 2 - Norrland - Promotion Round - Skellefteå vs IFK Östersund

DATE: Sunday, August 24, 2025  
LOCATION: Östersund, Jämtlands län, SE

## Event Description

Division 2 - Norrland - Promotion Round - Skellefteå 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:** 3,170 people

**Event ID:** 5XdsfbADBkkHf43hTD

## 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:** 1,268 across all properties

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