

Division 2 - Norrland - Relegation Round - Friska Viljor vs Kiruna FF

DATE: Saturday, September 6, 2025
LOCATION: Kiruna, Norrbottens län, SE

Event Description

Division 2 - Norrland - Relegation Round - Friska Viljor vs Kiruna FF is a premier sports event in Kiruna. 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: 58/100

Expected Attendance: 2,543 people

Event ID: DT2qN6B6746tB3cxUG

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,017 across all properties

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