

Division 2 - Norrland - Relegation Round - Friska Viljor vs Lucksta

DATE: Wednesday, October 15, 2025
LOCATION: Sundsvall, Västernorrlands län, SE

Event Description

Division 2 - Norrland - Relegation Round - Friska Viljor vs Lucksta is a premier sports event in Sundsvall. 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: 2,288 people

Event ID: GZStAvZ6WNfR7i9huj

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: 915 across all properties

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