

Division 2 - Södra Svealand - Farsta vs Smedby

DATE: Saturday, September 27, 2025
LOCATION: Norrköping, Östergötlands län, SE

Event Description

Division 2 - Södra Svealand - Farsta vs Smedby is a premier sports event in Norrköping. 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: 51/100

Expected Attendance: 1,106 people

Event ID: D8hEQcNzcRcr3NnUWr

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 442 across all properties

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