

Division 2 - Södra Svealand - Smedby vs Sylvia

DATE: Friday, August 15, 2025
LOCATION: Norrköping, Östergötlands län, SE

Event Description

Division 2 - Södra Svealand - Smedby vs Sylvia 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: 68/100

Expected Attendance: 7,594 people

Event ID: Fy9KnGWbY8deWKSbMU

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,038 across all properties

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