

Division 2 - Västra Götaland - Laholm vs Jonsered

DATE: Sunday, September 28, 2025
LOCATION: Jonsered, Västra Götalands län, SE

Event Description

Division 2 - Västra Götaland - Laholm vs Jonsered is a premier sports event in Jonsered. 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: 53/100
Expected Attendance: 1,406 people
Event ID: CsNxDED9xnEvejyvv9

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 562 across all properties

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