

Division 2 - Västra Götaland - Varbergs GIF vs Böljan

DATE: Friday, September 26, 2025
LOCATION: Falkenberg, Hallands län, SE

Event Description

Division 2 - Västra Götaland - Varbergs GIF vs Böljan is a premier sports event in Falkenberg. 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: 2,148 people

Event ID: AB59uciJ2JUD5W3QEB

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: 859 across all properties

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