

# Division 2 - Västra Götaland - Västra Frölunda vs Laholm

DATE: Sunday, October 19, 2025  
LOCATION: Laholm, Hallands län, SE

## Event Description

Division 2 - Västra Götaland - Västra Frölunda vs Laholm is a premier sports event in Laholm. 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:** 1,409 people

**Event ID:** FtSTtSTEyYZoyNiGtn

## 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:** 564 across all properties

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