

# Djurgardens IF vs Brynas IF

DATE: Thursday, January 22, 2026  
LOCATION: Gävle, Gävleborgs län, SE

## Event Description

Djurgardens IF vs Brynas IF is a premier sports event in Gävle. 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:** 66/100

**Expected Attendance:** 6,368 people

**Event ID:** FJsBV7dewHdvWPzGdL

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,547 across all properties

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