

Djurgardens IF vs Farjestads BK

DATE: Saturday, January 10, 2026
LOCATION: Karlstad, Värmlands län, SE

Event Description

Djurgardens IF vs Farjestads BK is a premier sports event in Karlstad. 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: 8,228 people

Event ID: 5dstTrNJNDb266sij7

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: 3,291 across all properties

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