

Djurgardens IF vs Malmo IF

DATE: Saturday, January 31, 2026

LOCATION: Malmö, Skåne län, SE

Event Description

Djurgardens IF vs Malmo IF is a premier sports event in Malmö. 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: 7,551 people

Event ID: GmPTrS87ppFu3HBybo

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: 3,020 across all properties

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