

Europe Smash 2025 Main Draw Day 1 - Session 1

DATE: Sunday, August 17, 2025
LOCATION: Malmö, Skåne län, SE

Event Description

Europe Smash 2025 Main Draw Day 1 - Session 1 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: 72/100

Expected Attendance: 13,000 people

Event ID: 5hA9XaufbcrvTtW9LN

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,200 across all properties

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