

EV Zug vs Lulea Hockey

DATE: Thursday, August 28, 2025
LOCATION: Luleå, Norrbottens län, SE

Event Description

EV Zug vs Lulea Hockey is a premier sports event in Luleå. 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: 61/100

Expected Attendance: 3,618 people

Event ID: HtYeHci6ZYgd8U9iBk

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,447 across all properties

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