

# GIF Sundsvall vs Vasteraas SK

DATE: Saturday, October 18, 2025  
LOCATION: Västerås, Västmanlands län, SE

## Event Description

GIF Sundsvall vs Vasteraas SK is a premier sports event in Västerås. 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:** 58/100

**Expected Attendance:** 2,415 people

**Event ID:** HeiswtZZspab2KQihT

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 966 across all properties

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