

Hacken Gothenburg vs Mjallby AIF

DATE: Sunday, November 9, 2025

LOCATION: Blekinge län, SE

Event Description

Hacken Gothenburg vs Mjallby AIF is a premier sports event in the region. 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: 63/100

Expected Attendance: 4,601 people

Event ID: HJdWEfN9jVs6kVxSzJ

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,840 across all properties

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