

# Hammarby IF vs IFK Goteborg

DATE: Sunday, October 5, 2025  
LOCATION: Gothenburg, Västra Götalands län, SE

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## Event Description

Hammarby IF vs IFK Goteborg is a premier sports event in Gothenburg. 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:** 74/100

**Expected Attendance:** 16,644 people

**Event ID:** CnwR5y4ti2XkKyTsJb

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x 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:** 6,658 across all properties

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

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