

# Handbolls-EM 17 januari 2026 - Percys Balkongbord & Barplatser

DATE: Friday, January 16, 2026  
LOCATION: Malmö, Skåne län, SE

## Event Description

Handbolls-EM 17 januari 2026 - Percys Balkongbord & Barplatser 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:** C6H9DW3uTRgM5JXmnm

## 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.*