

# Hem & Villamassan 2025

DATE: Thursday, October 9, 2025  
LOCATION: Älvsjö, Stockholms län, SE

## Event Description

Hem & Villamassan 2025 is a premier expos event in Älvsjö. 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:** expos

**Importance Rank:** 68/100

**Expected Attendance:** 8,136 people

**Event ID:** DCxFjVYZuZm6Cmahwn

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,254 across all properties

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