

HockeyAllsvenskan - AIK vs Björklöven

DATE: Wednesday, September 24, 2025
LOCATION: Umeå, Västerbottens län, SE

Event Description

HockeyAllsvenskan - AIK vs Björklöven is a premier sports event in Umeå. 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: 60/100

Expected Attendance: 3,039 people

Event ID: BfWeJcutH7V35PhXJB

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,216 across all properties

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