

# HockeyAllsvenskan - AIK vs Troja Ljungby

DATE: Wednesday, November 12, 2025  
LOCATION: Ljungby, Kronobergs län, SE

## Event Description

HockeyAllsvenskan - AIK vs Troja Ljungby is a premier sports event in Ljungby. 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:** 56/100

**Expected Attendance:** 2,006 people

**Event ID:** XbTNhDSZ79F8y8dNi7

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 802 across all properties

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