

HockeyAllsvenskan - Björklöven vs Södertälje

DATE: Wednesday, January 7, 2026
LOCATION: Södertälje, Stockholms län, SE

Event Description

HockeyAllsvenskan - Björklöven vs Södertälje is a premier sports event in Södertälje. 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: 63/100

Expected Attendance: 4,566 people

Event ID: 8Vy3ndxv27uLR7kp5A

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,826 across all properties

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