

HockeyAllsvenskan - MoDo vs Vimmerby

DATE: Wednesday, January 7, 2026
LOCATION: Vimmerby, Kalmar län, SE

Event Description

HockeyAllsvenskan - MoDo vs Vimmerby is a premier sports event in Vimmerby. 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: 53/100

Expected Attendance: 1,473 people

Event ID: HJpxiv3cGZA8x5Xtf8

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 589 across all properties

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