

HockeyAllsvenskan - Mora vs Björklöven

DATE: Friday, January 30, 2026
LOCATION: Umeå, Västerbottens län, SE

Event Description

HockeyAllsvenskan - Mora 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: 61/100

Expected Attendance: 3,702 people

Event ID: BWbkDgJjdVZbMjMpPJ

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,481 across all properties

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