

HockeyAllsvenskan - Oskarshamn vs Troja Ljungby

DATE: Thursday, January 22, 2026
LOCATION: Ljungby, Kronobergs län, SE

Event Description

HockeyAllsvenskan - Oskarshamn 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: 58/100

Expected Attendance: 2,463 people

Event ID: 8FrYAJJGegntvyts6U

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 985 across all properties

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