

HockeyAllsvenskan - Östersund vs Västerås

DATE: Thursday, January 22, 2026
LOCATION: Västerås, Västmanlands län, SE

Event Description

HockeyAllsvenskan - Östersund vs Västerås is a premier sports event in Västerås. 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: 62/100

Expected Attendance: 3,965 people

Event ID: HkBBACKFr9R6nJfYe4

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,586 across all properties

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