

HockeyAllsvenskan - Vimmerby vs AIK

DATE: Wednesday, January 21, 2026
LOCATION: Enskede-Årsta-Vantör, Stockholms län, SE

Event Description

HockeyAllsvenskan - Vimmerby vs AIK is a premier sports event in Enskede-Årsta-Vantör. 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: 4,146 people

Event ID: 7j5nYV9bUT2i9QRBRG

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: 1,658 across all properties

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