

# Hockeyettan - North - Falu vs Wings Arlanda

DATE: Wednesday, January 28, 2026  
LOCATION: Märsta, Stockholms län, SE

## Event Description

Hockeyettan - North - Falu vs Wings Arlanda is a premier sports event in Märsta. 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:** 52/100

**Expected Attendance:** 1,220 people

**Event ID:** FeTTGiRAKWKEViGrU2

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 488 across all properties

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