

Hockeyettan - North - Norrtälje vs Brödernas/Väsby

DATE: Wednesday, November 19, 2025
LOCATION: Upplands Väsby, Stockholms län, SE

Event Description

Hockeyettan - North - Norrtälje vs Brödernas/Väsby is a premier sports event in Upplands Väsby. 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: 2,635 people

Event ID: AWHtKtyVR4LbgByqC9

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: 1,054 across all properties

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