

Hockeyettan - North - Pitea vs Borlänge

DATE: Saturday, January 17, 2026
LOCATION: Borlänge, Dalarnas län, SE

Event Description

Hockeyettan - North - Pitea vs Borlänge is a premier sports event in Borlänge. 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: 55/100

Expected Attendance: 1,776 people

Event ID: 45EquK53Jhj7zMaivP

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 710 across all properties

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