

Hockeyettan - North - Pitea vs Kiruna IF

DATE: Saturday, October 4, 2025
LOCATION: Kiruna, Norrbottens län, SE

Event Description

Hockeyettan - North - Pitea vs Kiruna IF is a premier sports event in Kiruna. 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: 60/100

Expected Attendance: 3,108 people

Event ID: 6cM2ZW4Bn3Ds69odW5

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,243 across all properties

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