

Hockeyettan - North - Pitea vs Strömsbro

DATE: Sunday, January 11, 2026
LOCATION: Gävle, Gävleborgs län, SE

Event Description

Hockeyettan - North - Pitea vs Strömsbro is a premier sports event in Gävle. 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: 44/100

Expected Attendance: 500 people

Event ID: BwdUVacHzxqRcuUXGA

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 200 across all properties

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