

Hockeyettan - North - Pitea vs Sundsvall

DATE: Saturday, January 10, 2026
LOCATION: Sundsvall, Västernorrlands län, SE

Event Description

Hockeyettan - North - Pitea vs Sundsvall is a premier sports event in Sundsvall. 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: 2,477 people

Event ID: CPX5UoawTpqRkHa7bJ

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: 991 across all properties

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