

# Hockeyettan - North - Sollentuna vs Brödernas/Väsby

DATE: Wednesday, January 7, 2026  
LOCATION: Upplands Väsby, Stockholms län, SE

## Event Description

Hockeyettan - North - Sollentuna 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:** 59/100

**Expected Attendance:** 2,713 people

**Event ID:** 4ty4mJQSVpVP9bqTSV

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,085 across all properties

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