

Hockeyettan - North - Strömsbro vs Surahammar

DATE: Saturday, January 31, 2026
LOCATION: Surahammar, SE

Event Description

Hockeyettan - North - Strömsbro vs Surahammar is a premier sports event in Surahammar. 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: 56/100

Expected Attendance: 1,965 people

Event ID: A3Uw8sbkSLpogfNp4S

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 786 across all properties

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