

Hockeyettan - North - Sundsvall vs Wings Arlanda

DATE: Sunday, January 25, 2026
LOCATION: Märsta, Stockholms län, SE

Event Description

Hockeyettan - North - Sundsvall vs Wings Arlanda is a premier sports event in Märsta. 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: 52/100

Expected Attendance: 1,220 people

Event ID: 8HbJvP2RtBjxTCHLAB

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 488 across all properties

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