

# Hockeyettan - North - Surahammar vs Sundsvall

DATE: Sunday, January 18, 2026  
LOCATION: Sundsvall, Västernorrlands län, SE

## Event Description

Hockeyettan - North - Surahammar 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:** 7oodaFS5R4mexUAj67

## 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.*