

# Hockeyettan - North - Wings Arlanda vs Surahammar

DATE: Wednesday, January 14, 2026  
LOCATION: Surahammar, SE

## Event Description

Hockeyettan - North - Wings Arlanda 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:** C4LyM4QHVLXVJedWwH

## 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.*