

Hockeyettan - South - Grästorps vs Kungälv

DATE: Wednesday, January 14, 2026
LOCATION: Kungälv, Västra Götalands län, SE

Event Description

Hockeyettan - South - Grästorps vs Kungälv is a premier sports event in Kungälv. 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: 45/100

Expected Attendance: 562 people

Event ID: 94tUB2KDNtaXb7gq3W

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 225 across all properties

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