

Hockeyettan - South - Grums vs Vita Hästen

DATE: Friday, October 24, 2025
LOCATION: Norrköping, Östergötlands län, SE

Event Description

Hockeyettan - South - Grums vs Vita Hästen is a premier sports event in Norrköping. 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: 62/100

Expected Attendance: 4,050 people

Event ID: 9AUcfSh4Fdv7zTTGTb

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,620 across all properties

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