

Hockeyettan - South - Järfälla vs Mariestad

DATE: Friday, January 16, 2026
LOCATION: Mariestad, Västra Götalands län, SE

Event Description

Hockeyettan - South - Järfälla vs Mariestad is a premier sports event in Mariestad. 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: 2,003 people

Event ID: 9dRiCk5iLSojUHwFhX

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: 801 across all properties

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