

Hockeyettan - South - Järfälla vs Vita Hästen

DATE: Wednesday, January 14, 2026
LOCATION: Norrköping, Östergötlands län, SE

Event Description

Hockeyettan - South - Järfälla 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: 3,848 people

Event ID: F6gwmHJW5oKjzcXuDd

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: 1,539 across all properties

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