

# Hockeyettan - South - Järfälla vs Västerviks

DATE: Sunday, January 4, 2026  
LOCATION: Piteå, Norrbottens län, SE

## Event Description

Hockeyettan - South - Järfälla vs Västerviks is a premier sports event in Piteå. 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:** 64/100

**Expected Attendance:** 4,856 people

**Event ID:** DDDUjPTu4XqeAnncoF

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,942 across all properties

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