

Hockeyettan - South - Kungälv vs Mjölby

DATE: Wednesday, January 28, 2026
LOCATION: Mjölby, Östergötlands län, SE

Event Description

Hockeyettan - South - Kungälv vs Mjölby is a premier sports event in Mjölby. 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: 1,960 people

Event ID: HvMqwYxfX5vihnr6gZ

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: 784 across all properties

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