

Hockeyettan - South - Mörrum vs Kungälv

DATE: Friday, January 9, 2026
LOCATION: Kungälv, Västra Götalands län, SE

Event Description

Hockeyettan - South - Mörrum vs Kungälv is a premier sports event in Kungälv. 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: 45/100

Expected Attendance: 562 people

Event ID: Dwr8L52AQPQ3PQ5Wuj

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 225 across all properties

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