

Hockeyettan - South - Mörrum vs Västerviks

DATE: Wednesday, January 28, 2026
LOCATION: Piteå, Norrbottens län, SE

Event Description

Hockeyettan - South - Mörrum 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: 63/100

Expected Attendance: 4,408 people

Event ID: 6m4uR4zcXYLfz2AkqG

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: 1,763 across all properties

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