

Hockeyettan - South - Visby Roma vs Järfälla

DATE: Sunday, January 11, 2026
LOCATION: Järfälla, Stockholms län, SE

Event Description

Hockeyettan - South - Visby Roma vs Järfälla is a premier sports event in Järfälla. 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: 55/100

Expected Attendance: 1,700 people

Event ID: 7Po8jGuZsafNSD4vib

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 680 across all properties

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