

# HV71 vs Malmo IF

DATE: Saturday, February 7, 2026

LOCATION: Malmö, Skåne län, SE

## Event Description

HV71 vs Malmo IF is a premier sports event in Malmö. 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:** 68/100

**Expected Attendance:** 7,717 people

**Event ID:** FvLkN9ZRbVTvb8eb72

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,087 across all properties

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

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<https://becircadian.com/events/hv71-vs-malmo-if>

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