

# IFK Varnamo vs AIK

DATE: Sunday, October 5, 2025  
LOCATION: Råsunda, Stockholms län, SE

## Event Description

IFK Varnamo vs AIK is a premier sports event in Råsunda. 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:** 76/100

**Expected Attendance:** 20,331 people

**Event ID:** 9xUFpVxRJYwM7T5Qfa

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,132 across all properties

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