

IK Sirius vs Hacken Gothenburg

DATE: Saturday, October 18, 2025
LOCATION: Gothenburg, Västra Götalands län, SE

Event Description

IK Sirius vs Hacken Gothenburg is a premier sports event in Gothenburg. 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: 59/100

Expected Attendance: 2,714 people

Event ID: FhBzWcxELHeRMY9Fbi

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,086 across all properties

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