

Kung Björn-loppet

DATE: Saturday, September 20, 2025
LOCATION: Uppsala, Uppsala län, SE

Event Description

Kung Björn-loppet is a premier sports event in Uppsala. 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: 31/100

Expected Attendance: 116 people

Event ID: 7C9TPH5ZP5UToNuFrj

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 46 across all properties

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