

# Limhamn Backyard Ultra

DATE: Friday, September 19, 2025

LOCATION: Malmö, Skåne län, SE

## Event Description

Limhamn Backyard Ultra 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:** 32/100

**Expected Attendance:** 123 people

**Event ID:** 8B7Jf9tB7FEnUKKM5k

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/limhamn-backyard-ultra>

Document generated on 6/3/2026, 9:46:57 PM