

Malmö IF vs Djurgårdens IF

DATE: Saturday, January 24, 2026
LOCATION: Enskede-Årsta-Vantör, Stockholms län, SE

Event Description

Malmö IF vs Djurgårdens IF is a premier sports event in Enskede-Årsta-Vantör. 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: 67/100

Expected Attendance: 7,289 people

Event ID: C4usHXn3DSgmNQrbAG

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,916 across all properties

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