

Malmö IF vs Luleå Hockey

DATE: Thursday, January 29, 2026
LOCATION: Luleå, Norrbottens län, SE

Event Description

Malmö IF vs Luleå Hockey is a premier sports event in Luleå. 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: 65/100

Expected Attendance: 5,908 people

Event ID: 66XrZCEZDYctwJMwFE

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,363 across all properties

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