

# Malmö IF vs Växjö Lakers

DATE: Friday, December 26, 2025  
LOCATION: Växjö, Kronobergs län, SE

## Event Description

Malmö IF vs Växjö Lakers is a premier sports event in Växjö. 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:** 64/100

**Expected Attendance:** 5,118 people

**Event ID:** 9s2MumJHnPVQrvEYm4

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,047 across all properties

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