

Mjallby AIF vs IFK Varnamo

DATE: Monday, November 3, 2025
LOCATION: Värnamo, Jönköpings län, SE

Event Description

Mjallby AIF vs IFK Varnamo is a premier sports event in Värnamo. 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: 54/100

Expected Attendance: 1,592 people

Event ID: A3LvdDE9dm9ARqP7Z3

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 637 across all properties

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