

Mjörn runt

DATE: Sunday, September 7, 2025
LOCATION: Alingsås, Västra Götalands län, SE

Event Description

Mjörn runt is a premier sports event in Alingsås. 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: 34/100

Expected Attendance: 166 people

Event ID: 7quWoZGi7QhSvzf3Jw

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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