

# Rayo Vallecano vs Hacken Gothenburg

DATE: Thursday, October 23, 2025  
LOCATION: Gothenburg, Västra Götalands län, SE

## Event Description

Rayo Vallecano vs Hacken Gothenburg is a premier sports event in Gothenburg. 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:** 66/100

**Expected Attendance:** 6,408 people

**Event ID:** 7MzYVSNJWVeYcncyZz

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,563 across all properties

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