

Rogle BK vs Djurgardens IF

DATE: Tuesday, January 6, 2026

LOCATION: Enskede-Årsta-Vantör, Stockholms län, SE

Event Description

Rogle BK vs Djurgardens IF is a premier sports event in Enskede-Årsta-Vantör. 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: 6,635 people

Event ID: z23JaApcsG3ggt4a3

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: 2,654 across all properties

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