

SDHL - Brynäs vs Färjestad

DATE: Wednesday, January 14, 2026
LOCATION: Karlstad, Värmlands län, SE

Event Description

SDHL - Brynäs vs Färjestad is a premier sports event in Karlstad. 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: 6,093 people

Event ID: 8N5LSbzu5LF38ziDgk

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,437 across all properties

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