

# SDHL - Brynäs vs HV71

DATE: Friday, September 26, 2025  
LOCATION: Jönköping, Jönköpings län, SE

## Event Description

SDHL - Brynäs vs HV71 is a premier sports event in Jönköping. 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:** 61/100

**Expected Attendance:** 3,485 people

**Event ID:** 9AL7c85pDrMZi6UhpF

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,394 across all properties

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