

SDHL - Brynäs vs Luleå/MSSK

DATE: Sunday, September 21, 2025
LOCATION: Luleå, Norrbottens län, SE

Event Description

SDHL - Brynäs vs Luleå/MSSK is a premier sports event in Luleå. 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: 57/100

Expected Attendance: 2,155 people

Event ID: GXjAHKGG8tFBC5vYXN

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 862 across all properties

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