

# SDHL - Modo vs Brynäs

DATE: Friday, September 12, 2025  
LOCATION: Gävle, Gävleborgs län, SE

## Event Description

SDHL - Modo vs Brynäs is a premier sports event in Gävle. 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:** 64/100

**Expected Attendance:** 5,018 people

**Event ID:** GpUGztRhM98KAtu9QY

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,007 across all properties

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