

# SDHL - SDE vs Djurgården

DATE: Sunday, January 18, 2026

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

## Event Description

SDHL - SDE vs Djurgården 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:** 65/100

**Expected Attendance:** 5,773 people

**Event ID:** 6BerHusM7xutdQmVHf

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,309 across all properties

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