

Skelleftea AIK vs Frolunda HC

DATE: Thursday, January 22, 2026
LOCATION: Gothenburg, Västra Götalands län, SE

Event Description

Skelleftea AIK vs Frolunda HC is a premier sports event in Gothenburg. 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: 71/100

Expected Attendance: 10,599 people

Event ID: Gi8MsQs5cUReQu3PoS

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,240 across all properties

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