

Superettan - Fryshuset vs Eskilstuna

DATE: Wednesday, October 8, 2025

LOCATION: Södermanlands län, SE

Event Description

Superettan - Fryshuset vs Eskilstuna is a premier sports event in the region. 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: 52/100

Expected Attendance: 1,204 people

Event ID: 6GXiV6rqHBF9Lva8wp

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 482 across all properties

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