

# Superettan - Fryshuset vs Sollentuna

DATE: Wednesday, January 7, 2026  
LOCATION: Sollentuna, Stockholms län, SE

## Event Description

Superettan - Fryshuset vs Sollentuna is a premier sports event in Sollentuna. 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:** 40/100

**Expected Attendance:** 320 people

**Event ID:** DZWnkWiAgYRK5qWtkH

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 128 across all properties

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