

Superettan - Huddinge vs Eskilstuna

DATE: Saturday, January 24, 2026
LOCATION: Södermanlands län, SE

Event Description

Superettan - Huddinge 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: 49/100

Expected Attendance: 915 people

Event ID: H2G8SRDSXoSD5EcPK2

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 366 across all properties

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