

Superettan - Malbas vs AIK

DATE: Sunday, January 18, 2026
LOCATION: Solna, Stockholms län, SE

Event Description

Superettan - Malbas vs AIK is a premier sports event in Solna. 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: 44/100

Expected Attendance: 500 people

Event ID: F5ztf9SMYSrSsyTAW

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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