

UEFA Europa League - League Stage - Crvena zvezda vs Malmö FF

DATE: Thursday, January 22, 2026
LOCATION: Malmö, Skåne County, SE

Event Description

UEFA Europa League - League Stage - Crvena zvezda vs Malmö FF is a premier sports event in Malmö. 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: 75/100

Expected Attendance: 17,183 people

Event ID: 9uZ2wLjgXN5L9LeZzb

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 6,873 across all properties

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