

# UEFA Women's Champions League - 2nd Qualifying Round - Finals - Hammarby vs Manchester United

DATE: Saturday, August 30, 2025  
LOCATION: Johanneshov, Stockholms län, SE

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## Event Description

UEFA Women's Champions League - 2nd Qualifying Round - Finals - Hammarby vs Manchester United is a premier sports event in Johanneshov. 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:** 65/100  
**Expected Attendance:** 5,546 people  
**Event ID:** CYaPpUGVWqSv55uma6

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,218 across all properties

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

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