

# ZSC Lions Zurich vs Brynas IF

DATE: Saturday, September 6, 2025  
LOCATION: Gävle, Gävleborgs län, SE

## Event Description

ZSC Lions Zurich vs Brynas IF is a premier sports event in Gävle. 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:** 64/100

**Expected Attendance:** 5,038 people

**Event ID:** CkfA8AiXkqddPSSozw

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,015 across all properties

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