

# Alter Bridge at K.B. Hallen

DATE: Friday, January 23, 2026

LOCATION: Frederiksberg, DK

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## Event Description

Alter Bridge at K.B. Hallen is a premier concerts event in Frederiksberg. 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:** concerts

**Importance Rank:** 60/100

**Expected Attendance:** 3,243 people

**Event ID:** DdMznGZaQpojJxkBT5

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,297 across all properties

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