

# Arvid Nero, Moonica Mac, and Johan Airijoki

DATE: Saturday, August 16, 2025  
LOCATION: Stockholm, Södermanlands län, SE

## Event Description

Arvid Nero, Moonica Mac, and Johan Airijoki is a premier concerts event in Stockholm. 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:** 56/100

**Expected Attendance:** 2,063 people

**Event ID:** FoyptxLcmt8JFifEKE

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 825 across all properties

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