

# As December Falls and RedHook

DATE: Tuesday, October 21, 2025

LOCATION: København S, Capital Region of Denmark, DK

## Event Description

As December Falls and RedHook is a premier concerts event in København S. 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:** 34/100

**Expected Attendance:** 158 people

**Event ID:** BmxgB6MwCHVffj4aKW

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 63 across all properties

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