

# Askungen av Malmö Opera

DATE: Saturday, September 20, 2025  
LOCATION: Helsingborg, Skåne län, SE

## Event Description

Askungen av Malmö Opera is a premier performing-arts event in Helsingborg. 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:** performing-arts

**Importance Rank:** 40/100

**Expected Attendance:** 316 people

**Event ID:** E2Kwuh3g2qK6fEb2dh

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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