

Birken Cycle Festival

DATE: Friday, August 29, 2025
LOCATION: Lillehammer, Innlandet, NO

Event Description

Birken Cycle Festival is a premier sports event in Lillehammer. 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: 41/100

Expected Attendance: 356 people

Event ID: BK6bRVAVaYXY3YKYP5

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 142 across all properties

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