

Brass Unit - Exhibitionist at the Pictures

DATE: Saturday, September 27, 2025
LOCATION: Falkenberg, Hallands län, SE

Event Description

Brass Unit - Exhibitionist at the Pictures is a premier performing-arts event in Falkenberg. 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: 50/100
Expected Attendance: 10,000 people
Event ID: E8VT3CSLPqrASFkn6a

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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