

Cirkus Brazil Jack - Stockholm - Tantolunden/Hornstullstrand

DATE: Sunday, August 31, 2025
LOCATION: Malmö, Skåne län, SE

Event Description

Cirkus Brazil Jack - Stockholm - Tantolunden/Hornstullstrand is a premier performing-arts event in Malmö. 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: DQhRwLn5VmwgzdCXrQ

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.