

# Coca Carola and 23Till

DATE: Friday, November 28, 2025  
LOCATION: Västerås, Västmanlands län, SE

## Event Description

Coca Carola and 23Till is a premier concerts event in Västerås. 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:** 50/100

**Expected Attendance:** 1,032 people

**Event ID:** 829aVLFyHpKrzHrsi9

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 413 across all properties

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