

Cornamusa - I Skyggen af Kronen

DATE: Friday, January 23, 2026
LOCATION: Herning, Region Midtjylland, DK

Event Description

Cornamusa - I Skyggen af Kronen is a premier concerts event in Herning. 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: 46/100

Expected Attendance: 599 people

Event ID: AHMG6n7KYobRuKYxv2

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 240 across all properties

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

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