

# Dag Sørås at John Dee

DATE: Friday, January 16, 2026

LOCATION: Oslo, Oslo, NO

## Event Description

Dag Sørås at John Dee is a premier performing-arts event in Oslo. 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:** 37/100

**Expected Attendance:** 229 people

**Event ID:** 54dLWZCawesE3hTQgU

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 92 across all properties

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

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<https://becircadian.com/events/dag-srs-at-john-dee>

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