

DEN GRÅ SIDE - Det Grå Guld 2026

DATE: Friday, January 30, 2026

LOCATION: Frederiksberg, DK

Event Description

DEN GRÅ SIDE - Det Grå Guld 2026 is a premier performing-arts event in Frederiksberg. 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: 52/100

Expected Attendance: 1,282 people

Event ID: 9Uz39oWHHq5KuDKn3U

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 513 across all properties

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