

# En Strålande Jul

DATE: Sunday, December 14, 2025  
LOCATION: Kungsbacka, Hallands län, SE

## Event Description

En Strålande Jul is a premier concerts event in Kungsbacka. 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:** 24/100

**Expected Attendance:** 50 people

**Event ID:** BnAxoqfLoQx3kBv6RG

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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