

# EURO EXPO Industry Fair Medelpad - Sundsvall

DATE: Wednesday, November 19, 2025  
LOCATION: Sundsvall, Västernorrlands län, SE

## Event Description

EURO EXPO Industry Fair Medelpad - Sundsvall is a premier expos event in Sundsvall. 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:** expos

**Importance Rank:** 76/100

**Expected Attendance:** 20,000 people

**Event ID:** E8tUgcAnnj3eGYiD6G

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,000 across all properties

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