

Frankie Moreno at ALFA Vesthimmerlands Musikhus

DATE: Saturday, January 24, 2026
LOCATION: Aars, DK

Event Description

Frankie Moreno at ALFA Vesthimmerlands Musikhus is a premier concerts event in Aars. 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: 41/100

Expected Attendance: 345 people

Event ID: AqxPRDDgQYygtD7Yhn

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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