

Föreläsning med Ylva Johansson, Sveriges tidigare EU-kommissionär

DATE: Tuesday, November 11, 2025
LOCATION: Umeå, Västerbottens län, SE

Event Description

Föreläsning med Ylva Johansson, Sveriges tidigare EU-kommissionär is a premier conferences event in Umeå. 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: conferences

Importance Rank: 27/100

Expected Attendance: 69 people

Event ID: 8s5vrWUhz8X9vxP3A7

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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