

Heart and head, instinct and reflection - Matteo Paggi GIRAFFE

DATE: Sunday, October 19, 2025
LOCATION: Mellerud, Västra Götalands län, SE

Event Description

Heart and head, instinct and reflection - Matteo Paggi GIRAFFE is a premier performing-arts event in Mellerud. 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: 50/100
Expected Attendance: 10,000 people
Event ID: kUSecog8qrnJWAE9u

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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