

Hemvärnets Musikkår Borås - Classic Pop & Rock

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

Event Description

Hemvärnets Musikkår Borås - Classic Pop & Rock is a premier concerts event in Göta. 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: 56/100

Expected Attendance: 1,999 people

Event ID: Fjc5xjNzJmTMYXviVS

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 800 across all properties

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