

IMPRO MED 4K

DATE: Thursday, October 16, 2025

LOCATION: Oslo, Oslo, NO

Event Description

IMPRO MED 4K is a premier performing-arts event in Oslo. 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: G7C6zKL6y98FpgmSra

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.

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/impro-med-4k>

Document generated on 6/3/2026, 7:55:28 PM