

Jess Kerber & Will Orchard

DATE: Friday, September 26, 2025

LOCATION: Halden, Østfold, NO

Event Description

Jess Kerber & Will Orchard is a premier concerts event in Halden. 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: 50/100

Expected Attendance: 974 people

Event ID: B3ASD48D4dnantANci

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 390 across all properties

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