

Jill Johnson and Sara Kulturhus

DATE: Wednesday, December 10, 2025
LOCATION: Skellefteå, Västerbottens län, SE

Event Description

Jill Johnson and Sara Kulturhus is a premier concerts event in Skellefteå. 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: 55/100

Expected Attendance: 1,697 people

Event ID: 9arv4k29s26vSRTqQu

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 679 across all properties

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

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