

# Julemysteriet

DATE: Saturday, December 6, 2025

LOCATION: Aalborg, DK

## Event Description

Julemysteriet is a premier performing-arts event in Aalborg. 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:** 55/100

**Expected Attendance:** 1,740 people

**Event ID:** 9vyv4VfqXn8ytKZTao

## 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:** 696 across all properties

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