

Juloratoriet del I-III - J S Bach

DATE: Tuesday, January 6, 2026
LOCATION: Skövde, Västra Götalands län, SE

Event Description

Juloratoriet del I-III - J S Bach is a premier concerts event in Skövde. 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: 45/100

Expected Attendance: 533 people

Event ID: 7YhtpUF3oACrvuaBt8

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 213 across all properties

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