Knogjärn

DATE: Friday, December 26, 2025
LOCATION: Gävle, Gävleborgs län, SE

Event Description

Knogjärn is a premier concerts event in Gävle. 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: 10,000 people
Event ID: 8zs2Yb7eu3UjUbQW8B

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.