

Malin Pettersen and Rockefeller Scene

DATE: Thursday, October 16, 2025
LOCATION: Grünerløkka, Oslo, NO

Event Description

Malin Pettersen and Rockefeller Scene is a premier concerts event in Grünerløkka. 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: 1,026 people

Event ID: HEPZtjSB3HT7ntq9FY

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: 410 across all properties

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