

MC Massan 2026

DATE: Thursday, January 22, 2026
LOCATION: Jönköping, Jönköpings län, SE

Event Description

MC Massan 2026 is a premier expos event in Jönköping. 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: expos

Importance Rank: 68/100

Expected Attendance: 7,835 people

Event ID: 3cFMe7CQ7MM4LYpr8E

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,134 across all properties

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