Moderate to Severe Delays - Umea Airport (UME)

DATE: Thursday, September 18, 2025
LOCATION: Umea, SE

Event Description

Moderate to Severe Delays - Umea Airport (UME) is a premier airport-delays event in Umea. 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: airport-delays
Importance Rank: 90/100
Expected Attendance: 10,000 people
Event ID: 4T6Z44ke65mJTHvmjm

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 180 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.