

# Monica Zetterlund - Our Swedish Sensation

DATE: Sunday, September 21, 2025  
LOCATION: Stockholm, Stockholms län, SE

## Event Description

Monica Zetterlund - Our Swedish Sensation is a premier concerts event in Stockholm. 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:** 53/100

**Expected Attendance:** 1,379 people

**Event ID:** HMwqdbnsdnDtbGUK97

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 552 across all properties

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