

När Mamma Mu mötte Kråkan första gången

DATE: Saturday, October 11, 2025
LOCATION: Falkenberg, Hallands län, SE

Event Description

När Mamma Mu mötte Kråkan första gången is a premier performing-arts event in Falkenberg. 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: performing-arts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 8pwvtGgXs3n8RF9edh

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.