

# Ola Salo and Peter Jöback

DATE: Saturday, October 25, 2025  
LOCATION: Gothenburg, Västra Götalands län, SE

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## Event Description

Ola Salo and Peter Jöback is a premier concerts event in Gothenburg. 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:** 67/100

**Expected Attendance:** 6,780 people

**Event ID:** 9zT32oefC2nesemr4F

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,712 across all properties

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

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