

P3 GULD 2026

DATE: Friday, January 16, 2026
LOCATION: Stockholm, Stockholms län, SE

Event Description

P3 GULD 2026 is a premier performing-arts 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: performing-arts
Importance Rank: 47/100
Expected Attendance: 699 people
Event ID: 4Q6E3YsPd9LWuxfde7

Hotel Demand Indicators

ADR Impact Index: 5.5x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 280 across all properties

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