

Parkway Drive at Hovet

DATE: Friday, November 14, 2025
LOCATION: Enskede-Årsta-Vantör, Stockholms län, SE

Event Description

Parkway Drive at Hovet is a premier concerts event in Enskede-Årsta-Vantör. 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: 63/100

Expected Attendance: 4,483 people

Event ID: 957S6J6fmfcy3oQBJE

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,793 across all properties

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