

# PERNILLE ROSENDAHL & DORTHE GERLACH inkl. 3-retters menu m. drikke

DATE: Friday, September 26, 2025  
LOCATION: Sønderborg, DK

## Event Description

PERNILLE ROSENDAHL & DORTHE GERLACH inkl. 3-retters menu m. drikke is a premier concerts event in Sønderborg. 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:** 47/100

**Expected Attendance:** 669 people

**Event ID:** AHJSrGu5ruW8YrjSj6

## 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:** 268 across all properties

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