

# Peter Jöback and Ola Salo

DATE: Friday, November 7, 2025  
LOCATION: Malmö, Skåne län, SE

## Event Description

Peter Jöback and Ola Salo is a premier concerts event in Malmö. 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:** 66/100

**Expected Attendance:** 6,423 people

**Event ID:** 5XPMX3L2Hfpg7Pqc8E

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,569 across all properties

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