

Peter Jöback and Sara Kulturhus

DATE: Saturday, December 20, 2025
LOCATION: Skellefteå, Västerbottens län, SE

Event Description

Peter Jöback and Sara Kulturhus is a premier concerts event in Skellefteå. 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: 55/100

Expected Attendance: 1,718 people

Event ID: AVFUdBLhXnpP5RFFek

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 687 across all properties

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