

# Pjäsen som går åt helvete

DATE: Sunday, January 25, 2026  
LOCATION: Stockholm, Stockholms län, SE

## Event Description

Pjäsen som går åt helvete 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:** 41/100

**Expected Attendance:** 350 people

**Event ID:** 8angumcFno7AAPGhEG

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 140 across all properties

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