

READY FOR IT? A night club for Swifties by Swifties

DATE: Friday, January 30, 2026
LOCATION: Grünerløkka, Oslo, NO

Event Description

READY FOR IT? A night club for Swifties by Swifties is a premier concerts event in Grünerløkka. 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: 52/100
Expected Attendance: 1,315 people
Event ID: VCfByEEzNF62VGdnQ4

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 526 across all properties

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