

Return, Gathering Of Kings, Cats In Space, and 2 others

DATE: Friday, January 23, 2026
LOCATION: Heden, Västra Götalands län, SE

Event Description

Return, Gathering Of Kings, Cats In Space, and 2 others is a premier festivals event in Heden. 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: festivals
Importance Rank: 55/100
Expected Attendance: 1,750 people
Event ID: DpjSRFt8cY94m8JQXR

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: 700 across all properties

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