

# Roxette

DATE: Thursday, December 4, 2025  
LOCATION: Linköping, Östergötlands län, SE

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## Event Description

Roxette is a premier concerts event in Linköping. 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:** 62/100

**Expected Attendance:** 3,819 people

**Event ID:** 9g9m6UJDbJ96PcFi7t

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,528 across all properties

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