

# Sigrid and Rockefeller Scene

DATE: Thursday, January 29, 2026

LOCATION: Grünerløkka, Oslo, NO

## Event Description

Sigrid and Rockefeller Scene 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:** 54/100

**Expected Attendance:** 1,569 people

**Event ID:** FPqqJkRWUG2YwevAXn

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 628 across all properties

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