

Smutsiga Södern - Petrina Solange och Johannes Finnlaugsson

DATE: Friday, August 29, 2025
LOCATION: Lund, SE

Event Description

Smutsiga Södern - Petrina Solange och Johannes Finnlaugsson is a premier performing-arts event in Lund. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 9teH4C7BK4UR5H9mXU

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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