

# Sofie1998 + hun\_sagde

DATE: Saturday, October 18, 2025

LOCATION: Køge, DK

## Event Description

Sofie1998 + hun\_sagde is a premier concerts event in Køge. 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:** 38/100

**Expected Attendance:** 256 people

**Event ID:** 64eukUu6rfgcGLMfU8

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 102 across all properties

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

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[https://becircadian.com/events/sofie1998-hun\\_sagde](https://becircadian.com/events/sofie1998-hun_sagde)

Document generated on 6/4/2026, 3:18:55 AM