

Spice Up Your Life

DATE: Saturday, October 25, 2025
LOCATION: Stockholm, Stockholms län, SE

Event Description

Spice Up Your Life is a premier concerts event in Stockholm. 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: 43/100

Expected Attendance: 460 people

Event ID: 728wcZmYrqHnnsshoH

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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