

Søte og Rare Gutter

DATE: Thursday, August 14, 2025
LOCATION: Östermalm, Stockholms län, SE

Event Description

Søte og Rare Gutter is a premier concerts event in Östermalm. 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: 50/100

Expected Attendance: 1,047 people

Event ID: 3MLwkUnHpo5AymKzzx

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 419 across all properties

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