

Stockholm Jazz Festival / Bremer/McCoy at Folkoperan

DATE: Sunday, October 12, 2025
LOCATION: Stockholm, Stockholms län, SE

Event Description

Stockholm Jazz Festival / Bremer/McCoy at Folkoperan is a premier festivals 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: festivals

Importance Rank: 60/100

Expected Attendance: 3,016 people

Event ID: 4CymVQdynSh9NYCTrt

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,206 across all properties

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