

# Sys Bjerre

DATE: Thursday, September 18, 2025

LOCATION: Grenå, DK

---

## Event Description

Sys Bjerre is a premier concerts event in Grenå. 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:** 42/100

**Expected Attendance:** 409 people

**Event ID:** J7H8UAQQueQEBSZc2N

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 164 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/sys-bjerre>

Document generated on 6/3/2026, 10:23:37 PM