

The Bootleg Beatles

DATE: Monday, February 2, 2026
LOCATION: Stockholm, Stockholms län, SE

Event Description

The Bootleg Beatles 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: 48/100
Expected Attendance: 751 people
Event ID: 3KGKsSE9rDzQXbCbY7

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 300 across all properties

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