

The Good The Bad and The Zugly

DATE: Friday, November 14, 2025

LOCATION: Hamar, Innlandet, NO

Event Description

The Good The Bad and The Zugly is a premier concerts event in Hamar. 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: 40/100

Expected Attendance: 302 people

Event ID: 4aBkq5GoWi6Czp8Fi7

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 121 across all properties

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