

The Show Must Go On - THE GOLDEN YEARS

DATE: Friday, January 30, 2026
LOCATION: Tønsberg, Vestfold, NO

Event Description

The Show Must Go On - THE GOLDEN YEARS is a premier concerts event in Tønsberg. 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: 309 people

Event ID: CnpeXDtfADq6ARq4nN

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: 124 across all properties

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