

# The Sound of Music

DATE: Wednesday, October 8, 2025

LOCATION: Bergen, Hordaland, NO

## Event Description

The Sound of Music is a premier performing-arts event in Bergen. 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:** performing-arts

**Importance Rank:** 46/100

**Expected Attendance:** 606 people

**Event ID:** 5MXWj3mB87KPgwiJWx

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 242 across all properties

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

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Document generated on 6/4/2026, 9:06:42 AM