

# Tøsedrenge Tur - Med Michelsen og Bramsen (STÅKONCERT)

DATE: Friday, February 6, 2026  
LOCATION: Herning, Region Midtjylland, DK

## Event Description

Tøsedrenge Tur - Med Michelsen og Bramsen (STÅKONCERT) is a premier concerts event in Herning. 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:** 414 people

**Event ID:** 9ngpDaX5SMurpedfyp

## 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:** 166 across all properties

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