

# Viktor Norén and Lisa Nilsson

DATE: Saturday, August 23, 2025

LOCATION: Älvsbyn, SE

## Event Description

Viktor Norén and Lisa Nilsson is a premier concerts event in Älvsbyn. 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:** 52/100

**Expected Attendance:** 1,227 people

**Event ID:** FuyYus5obUok6tBRpn

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 491 across all properties

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