

Zara Larsson

DATE: Wednesday, November 19, 2025

LOCATION: Malmö, Skåne län, SE

Event Description

Zara Larsson is a premier concerts event in Malmö. 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: 67/100

Expected Attendance: 7,223 people

Event ID: p3ftYnL9MzcCJqb7y6

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,889 across all properties

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

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<https://becircadian.com/events/zara-larsson>

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