

Aktive and Qerty

DATE: Friday, September 19, 2025
LOCATION: Tallinn, Harju maakond, EE

Event Description

Aktive and Qerty is a premier concerts event in Tallinn. 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: 47/100

Expected Attendance: 714 people

Event ID: 65LjXkgKdHN6vR3Ej

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 286 across all properties

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