

# Arcando and Venjent

DATE: Friday, December 19, 2025

LOCATION: Helsinki, Uusimaa, FI

## Event Description

Arcando and Venjent is a premier concerts event in Helsinki. 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:** 46/100

**Expected Attendance:** 625 people

**Event ID:** 5TD85TsM5h7u4pxqMG

## 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:** 250 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/arcando-and-venjent>

Document generated on 6/3/2026, 8:53:47 PM