

# Bê and Ares

DATE: Wednesday, December 31, 2025

LOCATION: Espoo, Uusimaa, FI

## Event Description

Bê and Ares is a premier concerts event in Espoo. 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:** 1,211 people

**Event ID:** CY33NMfLH7z3epdBaL

## 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:** 484 across all properties

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