

# BE:HERE NEW YEAR

DATE: Wednesday, December 31, 2025

LOCATION: Espoo, Uusimaa, FI

## Event Description

BE:HERE NEW YEAR 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:** 43/100

**Expected Attendance:** 430 people

**Event ID:** Dmk3CKNRTFQo6VFXJz

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 172 across all properties

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

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<https://becircadian.com/events/behere-new-year>

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