

# Day of the Dead Altar Inauguration at Kluuvi

DATE: Saturday, November 1, 2025  
LOCATION: Helsinki, Uusimaa, FI

## Event Description

Day of the Dead Altar Inauguration at Kluuvi is a premier festivals 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:** festivals

**Importance Rank:** 35/100

**Expected Attendance:** 172 people

**Event ID:** E5oCc6dtKeAi5txQar

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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