

# emma & matilda

DATE: Friday, November 7, 2025  
LOCATION: Oulu, Pohjois-Pohjanmaa, FI

## Event Description

emma & matilda is a premier concerts event in Oulu. 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:** 720 people

**Event ID:** Dc9X3phw3JTS8PhWfz

## 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:** 288 across all properties

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