

IWCT Christmas Bazaar 2025

DATE: Saturday, November 29, 2025
LOCATION: Tallinn, Harju maakond, EE

Event Description

IWCT Christmas Bazaar 2025 is a premier festivals event in Tallinn. 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: 45/100

Expected Attendance: 559 people

Event ID: EH9pkE9XmzF6QPmj3V

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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