

# Jaakko Eino Kalevi

DATE: Tuesday, December 9, 2025  
LOCATION: Skåne län, SE

## Event Description

Jaakko Eino Kalevi is a premier concerts event in the region. 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:** 41/100

**Expected Attendance:** 368 people

**Event ID:** 6pAcUmoBW8KwFb3Pz7

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 147 across all properties

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