

Kaija Koo

DATE: Wednesday, August 27, 2025

LOCATION: Helsinki, Uusimaa, FI

Event Description

Kaija Koo is a premier concerts 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: concerts

Importance Rank: 56/100

Expected Attendance: 1,950 people

Event ID: 59ufxntLY2Khv59JdU

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 780 across all properties

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