

Kuninkaantien muusikot, Gregorio Allegri: Miserere

DATE: Monday, January 5, 2026
LOCATION: Turku, Varsinais-Suomi, FI

Event Description

Kuninkaantien muusikot, Gregorio Allegri: Miserere is a premier concerts event in Turku. 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: 366 people

Event ID: 8wM99RLa9xaQXxo6S2

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: 146 across all properties

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