

# Kyösti Mäkimattila & Maikki: Ajaton joulu

DATE: Friday, December 19, 2025  
LOCATION: Seinäjoki, Etelä-Pohjanmaa, FI

## Event Description

Kyösti Mäkimattila & Maikki: Ajaton joulu is a premier concerts event in Seinäjoki. 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:** 33/100

**Expected Attendance:** 140 people

**Event ID:** D6hyfPTBeYbgP4JHq3

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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