

# Lari Virtanen: Spatial Integration of Color in Visual Perception

DATE: Friday, October 3, 2025  
LOCATION: Helsinki, Uusimaa, FI

## Event Description

Lari Virtanen: Spatial Integration of Color in Visual Perception is a premier conferences 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:** conferences

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** FQouwznLFR2afo6Wqz

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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