

Matthew Whittall: The World Tree

DATE: Sunday, November 30, 2025

LOCATION: Vihti, Uusimaa, FI

Event Description

Matthew Whittall: The World Tree is a premier concerts event in Vihti. 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: 39/100

Expected Attendance: 269 people

Event ID: J5wJDWTJaChkAzXzGG

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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