

Noto

DATE: Friday, August 22, 2025

LOCATION: Pori, Satakunta, FI

Event Description

Noto is a premier concerts event in Pori. 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: 57/100

Expected Attendance: 2,252 people

Event ID: 923azo9GVH3BxBst79

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: 901 across all properties

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