

# PARIS LATINO — Helsinki | Apollo Live Club | Nordic Tour 2025

DATE: Saturday, September 20, 2025  
LOCATION: Helsinki, Uusimaa, FI

## Event Description

PARIS LATINO — Helsinki | Apollo Live Club | Nordic Tour 2025 is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 36/100  
**Expected Attendance:** 193 people  
**Event ID:** BJSngNJ4bbKQzKNAME

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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