

Pelle Miljoona 70 - Pelle Miljoona Band feat. Tumpppi Varonen

DATE: Saturday, October 18, 2025
LOCATION: Etelä-Karjala, FI

Event Description

Pelle Miljoona 70 - Pelle Miljoona Band feat. Tumpppi Varonen is a premier concerts event in the region. 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: 52/100

Expected Attendance: 1,276 people

Event ID: 64c2FyYFKzwKz6znVf

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 510 across all properties

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