

# Performance: "La Bruja" – Claudia Herrera

DATE: Saturday, November 1, 2025

LOCATION: Helsinki, Uusimaa, FI

## Event Description

Performance: "La Bruja" – Claudia Herrera 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:** 27/100

**Expected Attendance:** 70 people

**Event ID:** 6md2jjvygtDfoQNjeZ

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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