

# Petri Nygård

DATE: Saturday, November 15, 2025

LOCATION: Mikkeli, Etelä-Savo, FI

## Event Description

Petri Nygård is a premier concerts event in Mikkeli. 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:** 33/100

**Expected Attendance:** 147 people

**Event ID:** 3v45NY2EUR7TMxGcBG

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 59 across all properties

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