

# ShoWhat – Ensimmäiset jäähyväiset

DATE: Friday, January 23, 2026  
LOCATION: Oulu, Pohjois-Pohjanmaa, FI

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## Event Description

ShoWhat – Ensimmäiset jäähyväiset is a premier performing-arts event in Oulu. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** 6eU6tHKq9hSuxxpysS

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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