

# SOFT OPENING / HARD EDGES — Finissage & Artist Conversation

DATE: Friday, August 22, 2025  
LOCATION: Berlin, Berlin, DE

---

## Event Description

SOFT OPENING / HARD EDGES — Finissage & Artist Conversation is a premier conferences event in Berlin. 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:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 318 people

**Event ID:** BhfvEoJs2CfTf4P9SZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 127 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/soft-opening-hard-edges-finissage-artist-conversation>

Document generated on 6/4/2026, 6:24:54 AM