

TALIVE – Cover Attack & Taage Laiho

DATE: Friday, November 21, 2025

LOCATION: Helsinki, Uusimaa, FI

Event Description

TALIVE – Cover Attack & Taage Laiho is a premier concerts 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: concerts

Importance Rank: 44/100

Expected Attendance: 492 people

Event ID: 49AvWZyuqa9irCBpCd

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 197 across all properties

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