

Tarja Turunen - Marko Hietala + special guest

DATE: Thursday, February 5, 2026
LOCATION: Milan, IT

Event Description

Tarja Turunen - Marko Hietala + special guest is a premier concerts event in Milan. 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: 47/100

Expected Attendance: 744 people

Event ID: C7Y2LQj2MxhEnFkwqK

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 298 across all properties

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