

# Vietnamese Folk Art in Contemporary Living

DATE: Thursday, September 11, 2025  
LOCATION: Espoo, Uusimaa, FI

## Event Description

Vietnamese Folk Art in Contemporary Living is a premier concerts event in Espoo. 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:** 38/100

**Expected Attendance:** 249 people

**Event ID:** FZE5c5ZBr6qP6fcZkX

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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