

# Wasa Future Festival & Butterfly

DATE: Thursday, August 28, 2025  
LOCATION: Vaasa, Pohjanmaa, FI

## Event Description

Wasa Future Festival & Butterfly is a premier festivals event in Vaasa. 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:** festivals

**Importance Rank:** 38/100

**Expected Attendance:** 238 people

**Event ID:** 9FACV7WuR4r9RznB8S

## 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:** 95 across all properties

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