

# XIII Helsingin BACH-viikko

## Avajaiskonsertti: Bach ja Kantaatit

DATE: Friday, October 24, 2025  
LOCATION: Helsinki, Uusimaa, FI

### Event Description

XIII Helsingin BACH-viikko Avajaiskonsertti: Bach ja Kantaatit 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:** 38/100

**Expected Attendance:** 253 people

**Event ID:** B32gAGpVyDDf7riWrj

### 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:** 101 across all properties

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