

# After Party - Rock'n Roll Summer Circus

DATE: Saturday, August 16, 2025

LOCATION: Kemi, Lappi, FI

## Event Description

After Party - Rock'n Roll Summer Circus is a premier community event in Kemi. 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:** community

**Importance Rank:** 33/100

**Expected Attendance:** 142 people

**Event ID:** DA6LjYK9UQ4HYZxYGz

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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