

# Folkia kansalle! Metsäheikki, Inariveljet, Jenni Hanikka, M. Juvonen

DATE: Friday, September 5, 2025  
LOCATION: Oulu, Pohjois-Pohjanmaa, FI

## Event Description

Folkia kansalle! Metsäheikki, Inariveljet, Jenni Hanikka, M. Juvonen is a premier concerts event in Oulu. 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:** 50/100

**Expected Attendance:** 1,020 people

**Event ID:** GcKdY4bqL2Rs77pSqm

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 408 across all properties

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