

# IMDEX PUB-IQ @ FEM

DATE: Wednesday, October 29, 2025

LOCATION: Kittilä, Lappi, FI

## Event Description

IMDEX PUB-IQ @ FEM is a premier conferences event in Kittilä. 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:** conferences

**Importance Rank:** 33/100

**Expected Attendance:** 148 people

**Event ID:** GxpBk53ozAVDUFP29U

## 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:** 59 across all properties

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

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<https://becircadian.com/events/imdex-pub-iq-fem>

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