

# Janne Hurme

DATE: Saturday, September 6, 2025  
LOCATION: Kuusamo, Pohjois-Pohjanmaa, FI

## Event Description

Janne Hurme is a premier concerts event in Kuusamo. 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:** 43/100

**Expected Attendance:** 426 people

**Event ID:** C8jnkZj2VqbBJWabRq

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 170 across all properties

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