

STIG

DATE: Friday, December 5, 2025

LOCATION: Kemi, Lappi, FI

Event Description

STIG is a premier concerts 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: concerts

Importance Rank: 56/100

Expected Attendance: 2,032 people

Event ID: F9KZjQTG5MFxzMiFc5

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 813 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/stig>

Document generated on 6/3/2026, 7:59:59 PM