

# THE FACADE TOUR (LAIKKU)

DATE: Saturday, September 20, 2025

LOCATION: Tampere, Pirkanmaa, FI

## Event Description

THE FACADE TOUR (LAIKKU) is a premier community event in Tampere. 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:** 34/100

**Expected Attendance:** 152 people

**Event ID:** HtUvB4fvTrtshaRnMi

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 61 across all properties

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

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<https://becircadian.com/events/the-facade-tour-laikku>

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