

Björn Borg Helsinki Marathon

DATE: Saturday, August 23, 2025

LOCATION: Helsinki, Uusimaa, FI

Event Description

Björn Borg Helsinki Marathon is a premier sports event in Helsinki. 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: sports

Importance Rank: 39/100

Expected Attendance: 283 people

Event ID: BfZjg8U2m6RsNByo9k

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 113 across all properties

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