

Cup (W) - 1st Round - Audentese vs Tartu Ülikool

DATE: Thursday, November 13, 2025
LOCATION: Tartu, Tartu maakond, EE

Event Description

Cup (W) - 1st Round - Audentese vs Tartu Ülikool is a premier sports event in Tartu. 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: 58/100

Expected Attendance: 2,452 people

Event ID: 8ycSWdGhykjX2o3qw4

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 981 across all properties

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