

# EuroBasket - Round of 16 - Finland vs Serbia

DATE: Saturday, September 6, 2025  
LOCATION: Riihimäki

## Event Description

EuroBasket - Round of 16 - Finland vs Serbia is a premier sports event in Riihimäki. 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:** 66/100

**Expected Attendance:** 6,633 people

**Event ID:** Ds5bjTjU2Wo26gP8Aq

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,653 across all properties

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