

# HIFK Helsinki vs KooKoo

DATE: Saturday, November 22, 2025  
LOCATION: Kouvola, Kymenlaakso, FI

## Event Description

HIFK Helsinki vs KooKoo is a premier sports event in Kouvola. 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:** 61/100

**Expected Attendance:** 3,669 people

**Event ID:** 7tF8iXnrdAc7JfByt7

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,468 across all properties

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