

Jokerit Runkosarja 2025-2026 - Veikkaus Arenan pelit

DATE: Friday, October 24, 2025
LOCATION: Helsinki, Uusimaa, FI

Event Description

Jokerit Runkosarja 2025-2026 - Veikkaus Arenan pelit 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: 58/100

Expected Attendance: 2,593 people

Event ID: D5PW8xcTr56gSKi6zz

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: 1,037 across all properties

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