

Jukurit Mikkeli vs HPK Hämeenlinna

DATE: Saturday, January 3, 2026

LOCATION: Hämeenlinna, FI

Event Description

Jukurit Mikkeli vs HPK Hämeenlinna is a premier sports event in Hämeenlinna. 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: 3,618 people

Event ID: 4oNST8Y7GrhSKuxK9n

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: 1,447 across all properties

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