

# Kolmonen - Etelä C - PKKU II vs HIFK

DATE: Saturday, September 27, 2025

LOCATION: Helsinki, Uusimaa, FI

## Event Description

Kolmonen - Etelä C - PKKU II vs HIFK 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:** 54/100

**Expected Attendance:** 1,511 people

**Event ID:** 65iPPNMGi8v3k8BTMi

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 604 across all properties

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