

# Kolmonen - Itä B - PeKa vs KJP

DATE: Saturday, August 30, 2025  
LOCATION: Kouvola, Kymenlaakso, FI

## Event Description

Kolmonen - Itä B - PeKa vs KJP 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:** 59/100

**Expected Attendance:** 2,927 people

**Event ID:** Bv4Vi6fXN8kfHuLPgS

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,171 across all properties

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