

# KooKoo vs Jukurit Mikkeli

DATE: Saturday, September 20, 2025

LOCATION: Mikkeli, Etelä-Savo, FI

## Event Description

KooKoo vs Jukurit Mikkeli is a premier sports event in Mikkeli. 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:** 2,372 people

**Event ID:** 82ywhqD9b6dFSZJDar

## 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:** 949 across all properties

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

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<https://becircadian.com/events/kookoo-vs-jukurit-mikkeli>

Document generated on 6/4/2026, 12:40:58 AM