

Korisliiga - Helsinki Seagulls vs Kobrat

DATE: Tuesday, December 30, 2025

LOCATION: Lapua, FI

Event Description

Korisliiga - Helsinki Seagulls vs Kobrat is a premier sports event in Lapua. 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: 50/100

Expected Attendance: 1,000 people

Event ID: ArN9fSyWf8ixiiSDAS

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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