

Korisliiga - Kauhajoki Karhu vs Kataja

DATE: Wednesday, January 21, 2026
LOCATION: Joensuu, Pohjois-Karjala, FI

Event Description

Korisliiga - Kauhajoki Karhu vs Kataja is a premier sports event in Joensuu. 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: 1,589 people

Event ID: 3nyrqDNiXBtD5SQ5KE

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: 636 across all properties

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