

# Liiga - Jukurit vs Pelicans

DATE: Saturday, January 31, 2026

LOCATION: Lahti, Päijät-Häme, FI

## Event Description

Liiga - Jukurit vs Pelicans is a premier sports event in Lahti. 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:** 61/100

**Expected Attendance:** 3,527 people

**Event ID:** BKHGDMmV7rRQ5bRsn8

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,411 across all properties

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

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<https://becircadian.com/events/liiga-jukurit-vs-pelicans>

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