

# Meistriliiga - Everest vs Viru Sputnik

DATE: Saturday, November 15, 2025  
LOCATION: Kohtla-Järve, Ida-Viru maakond, EE

## Event Description

Meistriliiga - Everest vs Viru Sputnik is a premier sports event in Kohtla-Järve. 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:** 47/100

**Expected Attendance:** 700 people

**Event ID:** H4dm4vZv86i5ccmSES

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 280 across all properties

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