

Meistriliiga - Viru Sputnik vs Everest

DATE: Saturday, December 20, 2025
LOCATION: Kohtla-Järve, Ida-Viru maakond, EE

Event Description

Meistriliiga - Viru Sputnik vs Everest 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: 3DeMY6MWPpv2j8FEaB

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.