

# Meistriliiga (W) - TSA vs Tartu Ülikool

DATE: Thursday, January 22, 2026  
LOCATION: Tartu, Tartu maakond, EE

## Event Description

Meistriliiga (W) - TSA vs Tartu Ülikool is a premier sports event in Tartu. 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:** 56/100

**Expected Attendance:** 2,039 people

**Event ID:** FPA9JaAdPEXWdWt2oQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 816 across all properties

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