

Mestis - Hermes vs Kiekko Pojat

DATE: Tuesday, January 13, 2026
LOCATION: Joensuu, Pohjois-Karjala, FI

Event Description

Mestis - Hermes vs Kiekko Pojat 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: 60/100

Expected Attendance: 3,119 people

Event ID: 47SfRR6EpT29J7HKbw

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,248 across all properties

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