

# Mestis - IPK vs RoKi

DATE: Tuesday, February 3, 2026

LOCATION: Rovaniemi, Lappi, FI

## Event Description

Mestis - IPK vs RoKi is a premier sports event in Rovaniemi. 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:** 57/100

**Expected Attendance:** 2,232 people

**Event ID:** GmaZxrmjLaefJ7tM4g

## 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:** 893 across all properties

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

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<https://becircadian.com/events/mestis-ipk-vs-roki>

Document generated on 6/3/2026, 10:27:55 PM