

Mestis - Ketterä vs Jokerit

DATE: Saturday, February 7, 2026

LOCATION: Helsinki, Uusimaa, FI

Event Description

Mestis - Ketterä vs Jokerit is a premier sports event in Helsinki. 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: 68/100

Expected Attendance: 8,126 people

Event ID: 6X32q5qe9UdZc2cvNP

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,250 across all properties

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