

# Mestis - KeuPa vs Ketterä

DATE: Saturday, December 27, 2025

LOCATION: Imatra, FI

## Event Description

Mestis - KeuPa vs Ketterä is a premier sports event in Imatra. 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:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** FE36r3K34XvCd9ns7i

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 480 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/mestis-keupa-vs-kettera>

Document generated on 6/4/2026, 3:59:52 AM