

# Mestis - Kiekko Vantaa vs RoKi

DATE: Saturday, November 29, 2025

LOCATION: Rovaniemi, Lappi, FI

## Event Description

Mestis - Kiekko Vantaa 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:** 58/100

**Expected Attendance:** 2,403 people

**Event ID:** 8qhufnADC3Rp5vA43X

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 961 across all properties

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