

# Mestis - Pyry vs Ketterä

DATE: Saturday, January 10, 2026

LOCATION: Imatra, FI

## Event Description

Mestis - Pyry 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:** a6dnrRgE5KPKNdHzju

## 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.*

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<https://becircadian.com/events/mestis-pyry-vs-ketter>

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