

Mestis - TuTo vs RoKi

DATE: Saturday, September 20, 2025

LOCATION: Rovaniemi, Lappi, FI

Event Description

Mestis - TuTo 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: 9g7HoV6VxeL5xYs4dy

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.