

Vaasan Sport vs HIFK Helsinki

DATE: Wednesday, January 21, 2026

LOCATION: Helsinki, Uusimaa, FI

Event Description

Vaasan Sport vs HIFK Helsinki 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: 67/100

Expected Attendance: 7,361 people

Event ID: 768r33AadtCe5pToca

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,944 across all properties

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