

# Veikkausliiga - Championship Round - Gnistan vs SJK

DATE: Sunday, November 9, 2025  
LOCATION: Seinäjoki, Etelä-Pohjanmaa, FI

## Event Description

Veikkausliiga - Championship Round - Gnistan vs SJK is a premier sports event in Seinäjoki. 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:** 60/100

**Expected Attendance:** 3,197 people

**Event ID:** DA3xpi7AExorumYh6N

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,279 across all properties

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