

# Veikkausliiga - Haka vs Oulu

DATE: Sunday, August 31, 2025  
LOCATION: Oulu, Pohjois-Pohjanmaa, FI

## Event Description

Veikkausliiga - Haka vs Oulu is a premier sports event in Oulu. 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:** 2,536 people

**Event ID:** CcWHysbaFkeWWwB8vk

## 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:** 1,014 across all properties

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