

# Veikkausliiga - HJK vs Haka

DATE: Sunday, August 17, 2025  
LOCATION: Valkeakoski, Pirkanmaa, FI

## Event Description

Veikkausliiga - HJK vs Haka is a premier sports event in Valkeakoski. 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:** 3,211 people

**Event ID:** 8rvucDHn4oi5A6pZVf

## 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:** 1,284 across all properties

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