

Veikkausliiga - HJK vs KTP

DATE: Sunday, August 31, 2025
LOCATION: Kotka, Kymenlaakso, FI

Event Description

Veikkausliiga - HJK vs KTP is a premier sports event in Kotka. 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: 61/100

Expected Attendance: 3,412 people

Event ID: B9XKub6E43G8mUzwwB

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,365 across all properties

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