

Veikkausliiga - KTP vs Mariehamn

DATE: Saturday, August 16, 2025
LOCATION: Mariehamn, Mariehamns stad, AX

Event Description

Veikkausliiga - KTP vs Mariehamn is a premier sports event in Mariehamn. 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: 50/100

Expected Attendance: 963 people

Event ID: 4T59xLdg5qcNSb5Wwh

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 385 across all properties

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