

Veikkausliiga - KTP vs VPS

DATE: Friday, August 22, 2025

LOCATION: Vasa, FI

Event Description

Veikkausliiga - KTP vs VPS is a premier sports event in Vasa. 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: 2,569 people

Event ID: BqxUAIqooSnfLc8LQh

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: 1,028 across all properties

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