

Veikkausliiga - KuPS vs Jaro

DATE: Sunday, August 24, 2025
LOCATION: Pietarsaari (Jacobstad), FI

Event Description

Veikkausliiga - KuPS vs Jaro is a premier sports event in Pietarsaari (Jacobstad). 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: 2,537 people

Event ID: ATCtpdGPB5mbCXLEQP

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: 1,015 across all properties

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