

Veikkausliiga - Oulu vs Gnistan

DATE: Monday, August 25, 2025
LOCATION: Helsinki, Uusimaa, FI

Event Description

Veikkausliiga - Oulu vs Gnistan is a premier sports event in Helsinki. 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: 56/100

Expected Attendance: 1,941 people

Event ID: p8iXSbwLSWFpgqU9fH

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 776 across all properties

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