

Veikkausliiga - Relegation Round - Jaro vs KTP

DATE: Friday, September 19, 2025
LOCATION: Kotka, Kymenlaakso, FI

Event Description

Veikkausliiga - Relegation Round - Jaro 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: 56/100

Expected Attendance: 2,058 people

Event ID: c8DxwRoJuNe8FygYWK

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: 823 across all properties

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