

# Veikkausliiga - Relegation Round - Mariehamn vs Jaro

DATE: Sunday, September 28, 2025  
LOCATION: Pietarsaari (Jacobstad), FI

## Event Description

Veikkausliiga - Relegation Round - Mariehamn 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:** 59/100

**Expected Attendance:** 2,910 people

**Event ID:** 9K5vi4GJu4SEeZ8kua

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,164 across all properties

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