

# Veikkausliiga - SJK vs Jaro

DATE: Monday, August 18, 2025  
LOCATION: Pietarsaari (Jacobstad), FI

## Event Description

Veikkausliiga - SJK 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:** 60/100

**Expected Attendance:** 3,198 people

**Event ID:** Ep9mtTcG3KAi9qJkAN

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,279 across all properties

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