

Premier League (W) - Sparta & K vs Energiya

DATE: Sunday, December 28, 2025
LOCATION: Ivanovo, Ivanovskaya oblast', RU

Event Description

Premier League (W) - Sparta & K vs Energiya is a premier sports event in Ivanovo. 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: 54/100

Expected Attendance: 1,639 people

Event ID: HHWHJi4NjrbTNpscuC

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 656 across all properties

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