VHL - Akademia Mihaylova vs Metallurg Novokuznetsk

DATE: Wednesday, January 7, 2026
LOCATION: Novokuznetsk, Kemerovskaya oblast', RU

Event Description

VHL - Akademia Mihaylova vs Metallurg Novokuznetsk is a premier sports event in Novokuznetsk. 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: 67/100
Expected Attendance: 6,993 people
Event ID: AMQmLsryAamwN2obCY

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,797 across all properties

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