

VHL - Bars vs Dynamo St. Petersburg

DATE: Wednesday, January 7, 2026
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

VHL - Bars vs Dynamo St. Petersburg is a premier sports event in Sankt-Peterburg. 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: 7,011 people

Event ID: AtpbEuAQXRuSCd7q7f

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: 2,804 across all properties

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