

# VHL - CSK VVS Samara vs Rostov

DATE: Sunday, December 14, 2025

LOCATION: Rostov-na-Donu, RU

## Event Description

VHL - CSK VVS Samara vs Rostov is a premier sports event in Rostov-na-Donu. 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:** 62/100

**Expected Attendance:** 3,957 people

**Event ID:** GZ8duwuj3sUyAr7uB9

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,583 across all properties

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