

# VHL - Gornyak vs Rostov

DATE: Friday, October 31, 2025  
LOCATION: Rostov-na-Donu, RU

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## Event Description

VHL - Gornyak 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:** 61/100

**Expected Attendance:** 3,582 people

**Event ID:** 55V6acCbw2Eixtr9pK

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,433 across all properties

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

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