

# VHL - Gornyak vs SKA Neva

DATE: Monday, October 13, 2025

LOCATION: Saint Petersburg, RU

## Event Description

VHL - Gornyak vs SKA Neva is a premier sports event in Saint Petersburg. 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:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** FeDixccG9KHuURDPeW

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 800 across all properties

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

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<https://becircadian.com/events/vhl-gornyak-vs-ska-neva>

Document generated on 6/4/2026, 6:33:15 AM