

# VHL - Gornyak vs Yugra

DATE: Tuesday, January 6, 2026

LOCATION: Khanty-Mansiysk, Khanty-Mansiyskiy avtonomnyy okrug, RU

## Event Description

VHL - Gornyak vs Yugra is a premier sports event in Khanty-Mansiysk. 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:** 64/100

**Expected Attendance:** 4,765 people

**Event ID:** 5NdQgoynME9dUJbpn6

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,906 across all properties

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