

# VHL - Metallurg Novokuznetsk vs Dynamo St. Petersburg

DATE: Tuesday, December 2, 2025  
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

## Event Description

VHL - Metallurg Novokuznetsk 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:** 6,958 people

**Event ID:** 8kcXKWc3PAazmxBkrP

## 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:** 2,783 across all properties

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