

VHL - Metallurg Novokuznetsk vs Izhstal Izhevsk

DATE: Saturday, January 17, 2026
LOCATION: Izhevsk, Udmurtskaja Respublika, RU

Event Description

VHL - Metallurg Novokuznetsk vs Izhstal Izhevsk is a premier sports event in Izhevsk. 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: 59/100
Expected Attendance: 2,978 people
Event ID: J84TNW7LLK3PHPkETM

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,191 across all properties

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