

VHL - Molot Prikamye vs Rostov

DATE: Monday, January 12, 2026

LOCATION: Rostov-na-Donu, RU

Event Description

VHL - Molot Prikamye 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: 60/100

Expected Attendance: 3,248 people

Event ID: Ah8S6MDnNycKD5Xa2A

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,299 across all properties

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