

# VHL - Molot Prikamye vs Tambov

DATE: Wednesday, January 14, 2026  
LOCATION: Tambov, Tambovskaya oblast', RU

---

## Event Description

VHL - Molot Prikamye vs Tambov is a premier sports event in Tambov. 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:** CKN3LrnQMnHrjHkBzC

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/vhl-molot-prikamye-vs-tambov>

Document generated on 6/4/2026, 4:05:47 AM