

# VHL - Molot Prikamye vs Yuzhny Ural

DATE: Thursday, September 4, 2025

LOCATION: Aä@D :, Aä@CT=C CD 3D :C O Cä1C'0D BDÂÂ U

## Event Description

VHL - Molot Prikamye vs Yuzhny Ural is a premier sports event in Aä@D :. 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:** 3,037 people

**Event ID:** 6knmwH6vAeQmpnm5uE

## 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:** 1,215 across all properties

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