

# VHL - Norilsk vs Chelny

DATE: Friday, December 19, 2025

LOCATION: Naberezhnye Chelny, Respublika Tatarstan, RU

## Event Description

VHL - Norilsk vs Chelny is a premier sports event in Naberezhnye Chelny. 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** 4dZ3fYkF96ZLx4NALf

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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

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<https://becircadian.com/events/vhl-norilsk-vs-chelny>

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