

VHL - Norilsk vs Dizel Penza

DATE: Friday, November 7, 2025
LOCATION: Penza, Penzenskaya oblast', RU

Event Description

VHL - Norilsk vs Dizel Penza is a premier sports event in Penza. 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: 62/100

Expected Attendance: 4,043 people

Event ID: 5jhguNQPRxVGTSf3Pq

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,617 across all properties

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