

# VHL - Norilsk vs Izhstal Izhevsk

DATE: Thursday, January 22, 2026  
LOCATION: Izhevsk, Udmurtskaja Respublika, RU

---

## Event Description

VHL - Norilsk vs Izhstal Izhevsk is a premier sports event in Izhevsk. 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:** 59/100

**Expected Attendance:** 2,748 people

**Event ID:** E2nYKaorCHmsBUvkkv

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,099 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-norilsk-vs-izhstal-izhevsk>

Document generated on 6/4/2026, 10:27:24 AM