VHL - Norilsk vs Zauralie

DATE: Tuesday, September 23, 2025
LOCATION: Kurgan, Kurganskaya oblast', RU

Event Description

VHL - Norilsk vs Zauralie is a premier sports event in Kurgan. 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: 1,604 people
Event ID: 8NsewiLb7syQkqP4TK

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: 642 across all properties

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