

# VHL - Omskiye Krylya vs Zvezda

DATE: Tuesday, January 27, 2026

LOCATION: Moskva, Moskva, RU

## Event Description

VHL - Omskiye Krylya vs Zvezda is a premier sports event in Moskva. 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:** 70/100

**Expected Attendance:** 10,572 people

**Event ID:** HBCDNjfnYLZNRcYB7G

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,229 across all properties

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