

VHL - Rostov vs Yuzhny Ural

DATE: Saturday, January 24, 2026

LOCATION: Aä@D :, Aä@CT=C CD 3D :C O Cä1C'0D BDÂÂ U

Event Description

VHL - Rostov vs Yuzhny Ural is a premier sports event in Aä@D :. 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: 63/100

Expected Attendance: 4,588 people

Event ID: 5pcTYwcfFoLrZ6RPLy

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,835 across all properties

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