

VHL - Rubin Tyumen vs Olimpia

DATE: Monday, December 22, 2025
LOCATION: Kirovo-Chepetsk, Kirov Oblast, RU

Event Description

VHL - Rubin Tyumen vs Olimpia is a premier sports event in Kirovo-Chepetsk. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 9bRcCx B3zmj5doK34F

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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

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Document generated on 6/4/2026, 1:04:06 AM