

VHL - SKA Neva vs Gornyak

DATE: Thursday, February 5, 2026

LOCATION: Yekaterinburg, RU

Event Description

VHL - SKA Neva vs Gornyak is a premier sports event in Yekaterinburg. 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: 51/100

Expected Attendance: 1,100 people

Event ID: CYtU8iPvnk7SeqxpCP

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: 440 across all properties

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