

# VHL - Sokol Krasnoyarsk vs Olimpia

DATE: Sunday, January 25, 2026  
LOCATION: Kirovo-Chepetsk, Kirov Oblast, RU

---

## Event Description

VHL - Sokol Krasnoyarsk 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:** AeT7ibRyB7zBdBrFLL

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/vhl-sokol-krasnoyarsk-vs-olimpia>

Document generated on 6/4/2026, 3:16:45 AM