

# VHL - Yugra vs SKA Neva

DATE: Tuesday, September 23, 2025

LOCATION: Saint Petersburg, RU

## Event Description

VHL - Yugra vs SKA Neva is a premier sports event in Saint Petersburg. 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:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** 42W6k8vfhyVsQ5XMrY

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 800 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-yugra-vs-ska-neva>

Document generated on 6/4/2026, 3:38:49 AM