

VHL - Yuzhny Ural vs Norilsk

DATE: Saturday, February 7, 2026
LOCATION: Norilsk, Krasnoyarskiy kray, RU

Event Description

VHL - Yuzhny Ural vs Norilsk is a premier sports event in Norilsk. 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: 57/100

Expected Attendance: 2,184 people

Event ID: AKs4xFpGYC8zS8SGu5

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: 874 across all properties

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

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