

VHL - Yuzhny Ural vs Zauralie

DATE: Friday, January 16, 2026
LOCATION: Kurgan, Kurganskaya oblast', RU

Event Description

VHL - Yuzhny Ural vs Zauralie is a premier sports event in Kurgan. 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: 54/100

Expected Attendance: 1,658 people

Event ID: CqRGq78Kx8L3JodfJd

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 663 across all properties

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