

VHL - Zvezda vs Norilsk

DATE: Thursday, October 2, 2025
LOCATION: Norilsk, Krasnoyarskiy kray, RU

Event Description

VHL - Zvezda 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: 56/100

Expected Attendance: 2,047 people

Event ID: G77ExQmKeUdfXR4hx6

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: 819 across all properties

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