

VHL - Zvezda vs Rostov

DATE: Monday, February 2, 2026

LOCATION: Rostov-na-Donu, RU

Event Description

VHL - Zvezda vs Rostov is a premier sports event in Rostov-na-Donu. 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: 60/100

Expected Attendance: 3,248 people

Event ID: AFbtj3TtqEQJvnNbrW

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,299 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-zvezda-vs-rostov>

Document generated on 6/4/2026, 3:32:38 AM