

VHL - Zvezda vs Yuzhny Ural

DATE: Friday, January 9, 2026

LOCATION: Aä@D :, Aä@CT=C CD 3D :C O Cä1C'0D BDÂÂ U

Event Description

VHL - Zvezda vs Yuzhny Ural is a premier sports event in Aä@D :. 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: 62/100

Expected Attendance: 4,144 people

Event ID: 5ct4SwEBegWEydmQZK

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,658 across all properties

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