

# V.League 1 - Sông Lam Nghệ An vs Thanh Hóa Công – Viettel

DATE: Sunday, February 8, 2026  
LOCATION: Hà Nội (Hanoi), VN

## Event Description

V.League 1 - Sông Lam Nghệ An vs Thanh Hóa Công – Viettel is a premier sports event in Hà Nội (Hanoi). 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:** 66/100

**Expected Attendance:** 6,431 people

**Event ID:** FjpkThCqUp3pDY94Cx

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,572 across all properties

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