

Vysshaya Liga - CSKA Pamir vs Istaravshan

DATE: Sunday, October 19, 2025
LOCATION: Istaravshan, Sughd Province, TJ

Event Description

Vysshaya Liga - CSKA Pamir vs Istaravshan is a premier sports event in Istaravshan. 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: 4,008 people

Event ID: DR9Kjrr6B88i8tFjML

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: 1,603 across all properties

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