

# Vysshaya Liga - Khujand vs Istaravshan

DATE: Wednesday, August 20, 2025  
LOCATION: Istaravshan, Sughd Province, TJ

## Event Description

Vysshaya Liga - Khujand 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:** 59/100

**Expected Attendance:** 2,973 people

**Event ID:** 9DUXy9WLvToGXjh67D

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,189 across all properties

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