

Ak Bars Kazan vs HC Barys

DATE: Thursday, September 25, 2025

LOCATION: Astana, Astana, KZ

Event Description

Ak Bars Kazan vs HC Barys is a premier sports event in Astana. 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: 63/100

Expected Attendance: 4,416 people

Event ID: Ej2LG2Zc5e4YtJ9bWA

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,766 across all properties

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

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