

# Avtomobilist Yekaterinburg vs HC Sochi

DATE: Friday, October 17, 2025  
LOCATION: Adler, Krasnodarskiy kray, RU

## Event Description

Avtomobilist Yekaterinburg vs HC Sochi is a premier sports event in Adler. 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:** 65/100

**Expected Attendance:** 5,850 people

**Event ID:** 84gHX6mFkXih8E6LmF

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,340 across all properties

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