

HC Lada Togliatti vs Severstal Cherepovets

DATE: Saturday, January 3, 2026
LOCATION: Cherepovets, Vologodskaya oblast', RU

Event Description

HC Lada Togliatti vs Severstal Cherepovets is a premier sports event in Cherepovets. 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: 5,309 people

Event ID: HrSeE92ponTCaWCiwq

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: 2,124 across all properties

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