

HC Sochi vs Shanghai Dragons

DATE: Monday, January 12, 2026
LOCATION: Mytishchi, Moskovskaya oblast', RU

Event Description

HC Sochi vs Shanghai Dragons is a premier sports event in Mytishchi. 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: 2,672 people

Event ID: 9cPikrUbtwpNyUEX9i

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: 1,069 across all properties

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