

Higher League (W) - CGU Atlanta vs Dynamo Novosibirsk II

DATE: Monday, November 24, 2025
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

Event Description

Higher League (W) - CGU Atlanta vs Dynamo Novosibirsk II is a premier sports event in Novosibirsk. 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: 56/100

Expected Attendance: 1,924 people

Event ID: D7qzC7gamFVRFw8wvD

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 770 across all properties

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