

# KHL - Ak Bars vs Barys Astana

DATE: Thursday, September 25, 2025

LOCATION: Astana, Astana, KZ

## Event Description

KHL - Ak Bars vs Barys Astana 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:** 69/100

**Expected Attendance:** 9,017 people

**Event ID:** BDXUQEMKj5WAFvYjf5

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,607 across all properties

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

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<https://becircadian.com/events/khl-ak-bars-vs-barys-astana>

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