

KHL - Ak Bars vs Sibir Novosibirsk

DATE: Monday, February 2, 2026
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

Event Description

KHL - Ak Bars vs Sibir Novosibirsk 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: 70/100

Expected Attendance: 10,493 people

Event ID: H5M8U3Lkkks3P6RAj6

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,197 across all properties

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