

KHL - Barys Astana vs CSKA

DATE: Thursday, January 22, 2026

LOCATION: Moskva, Moskva, RU

Event Description

KHL - Barys Astana vs CSKA is a premier sports event in Moskva. 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: 66/100

Expected Attendance: 6,161 people

Event ID: 5SpyZgmUo4AiTGuxLe

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,464 across all properties

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