

# KHL - Lokomotiv Yaroslavl vs Sibir Novosibirsk

DATE: Thursday, January 8, 2026  
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

## Event Description

KHL - Lokomotiv Yaroslavl 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:** 10,143 people

**Event ID:** BDJuPgPPBVfvrnEFtc

## 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:** 4,057 across all properties

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