

KHL - Metallurg Magnitogorsk vs Shanghai Dragons

DATE: Saturday, January 3, 2026
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

KHL - Metallurg Magnitogorsk vs Shanghai Dragons is a premier sports event in Sankt-Peterburg. 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: 45/100

Expected Attendance: 562 people

Event ID: DhLWoPZ2reBzW4CSnv

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 225 across all properties

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