

# KHL - Sochi vs CSKA

DATE: Tuesday, February 3, 2026

LOCATION: Moskva, Moskva, RU

## Event Description

KHL - Sochi 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:** 6,512 people

**Event ID:** 8sKMKBxSLAahfSpJBg

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,605 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-sochi-vs-cska>

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