

KHL - Sochi vs Lada Togliatti

DATE: Sunday, January 18, 2026
LOCATION: Tolyatti, Samarskaya oblast', RU

Event Description

KHL - Sochi vs Lada Togliatti is a premier sports event in Tolyatti. 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: 65/100

Expected Attendance: 5,552 people

Event ID: Bu2ixN2piAeF6XBXcb

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,221 across all properties

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