

# Lokomotiv Yaroslavl vs Torpedo N. Novgorod

DATE: Wednesday, January 14, 2026  
LOCATION: Nizhny Novgorod, RU

## Event Description

Lokomotiv Yaroslavl vs Torpedo N. Novgorod is a premier sports event in Nizhny Novgorod. 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:** 63/100

**Expected Attendance:** 4,528 people

**Event ID:** DCujRKqp3GG7m2xuMA

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,811 across all properties

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