

Neftekhimik Nizhnekamsk vs HC Sochi

DATE: Saturday, January 3, 2026
LOCATION: Adler, Krasnodarskiy kray, RU

Event Description

Neftekhimik Nizhnekamsk vs HC Sochi is a premier sports event in Adler. 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: 9,779 people

Event ID: Dw8NWTQLLzPycXT7Vd

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: 15km from venue

Estimated Room Nights: 3,912 across all properties

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