

Severstal Cherepovets vs Lokomotiv Yaroslavl

DATE: Tuesday, September 9, 2025
LOCATION: Yaroslavl', Yaroslavskaya oblast', RU

Event Description

Severstal Cherepovets vs Lokomotiv Yaroslavl is a premier sports event in Yaroslavl'. 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: 67/100

Expected Attendance: 7,471 people

Event ID: dEcvr5eQeyd2eyGhvr

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,988 across all properties

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