

# Severstal Cherepovets vs Shanghai Dragons

DATE: Saturday, November 8, 2025  
LOCATION: Saint Petersburg, RU

## Event Description

Severstal Cherepovets vs Shanghai Dragons is a premier sports event in Saint Petersburg. 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:** 9,910 people

**Event ID:** BTfM26P3E6pNrxepNA

## 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:** 3,964 across all properties

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