

Sibir Novosibirsk vs Ak Bars Kazan

DATE: Saturday, January 24, 2026
LOCATION: Kazan', Respublika Tatarstan, RU

Event Description

Sibir Novosibirsk vs Ak Bars Kazan is a premier sports event in Kazan'. 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: 68/100

Expected Attendance: 8,062 people

Event ID: 9fabkgkxSTA3aT25qu

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,225 across all properties

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