

Sibir Novosibirsk vs HC Lada Togliatti

DATE: Friday, October 10, 2025
LOCATION: Tolyatti, Samarskaya oblast', RU

Event Description

Sibir Novosibirsk vs HC Lada Togliatti is a premier sports event in Tolyatti. 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: 4,481 people

Event ID: 7Vkg3zM7Vbyxa9io66

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: 1,792 across all properties

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