

Spartak Moscow vs SKA Saint Petersburg

DATE: Thursday, January 22, 2026
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

Spartak Moscow vs SKA Saint Petersburg is a premier sports event in Sankt-Peterburg. 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: 71/100

Expected Attendance: 11,523 people

Event ID: 7N2pqkLdx3FHDM5wKU

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: 25km from venue

Estimated Room Nights: 4,609 across all properties

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