

Higher League - Khimki II vs Desna

DATE: Thursday, January 8, 2026
LOCATION: Bryansk, Bryanskaya oblast', RU

Event Description

Higher League - Khimki II vs Desna is a premier sports event in Bryansk. 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: 45/100

Expected Attendance: 562 people

Event ID: ExNERxg6YYKFP4xVy3

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 225 across all properties

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