

# Ice Hockey - Men's Preliminary Round SVK-FIN

DATE: Wednesday, February 11, 2026  
LOCATION: Milano, Lombardia, IT

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## Event Description

Ice Hockey - Men's Preliminary Round SVK-FIN is a premier sports event in Milano. 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:** 7,509 people

**Event ID:** AvQ2U6vwJnY7XVoJcV

## 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:** 3,004 across all properties

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