

MHL - Ak. Mihaylova U20 II vs Akademiya SKA U20

DATE: Monday, February 2, 2026
LOCATION: Saint Petersburg, RU

Event Description

MHL - Ak. Mihaylova U20 II vs Akademiya SKA U20 is a premier sports event in Saint Petersburg. 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: 56/100

Expected Attendance: 1,923 people

Event ID: C7RQK6Wj4SaVDxCErL

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 769 across all properties

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