

MHL - Akademia Mihaylova U20 vs Dynamo SPB U20

DATE: Sunday, January 11, 2026
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

MHL - Akademia Mihaylova U20 vs Dynamo SPB U20 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: 54/100

Expected Attendance: 1,500 people

Event ID: FdcB5dTm5SwUHHYtHX

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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