

MHL - Akademia Mihaylova U20 vs SKA 1946 U20

DATE: Thursday, January 8, 2026
LOCATION: Saint Petersburg, RU

Event Description

MHL - Akademia Mihaylova U20 vs SKA 1946 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: 2,000 people

Event ID: AbSUAMhq7s6KYL6G8S

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: 800 across all properties

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