

MHL - Almaz U20 vs Krylya Sovetov U20

DATE: Tuesday, February 3, 2026
LOCATION: Samara, Samarskaya oblast', RU

Event Description

MHL - Almaz U20 vs Krylya Sovetov U20 is a premier sports event in Samara. 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: 60/100

Expected Attendance: 3,011 people

Event ID: AyNHvpcQ6pUXvkoUhb

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,204 across all properties

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