

MHL - Atlant U20 vs Kapitan U20

DATE: Sunday, September 28, 2025
LOCATION: Balashikha, Moskovskaya oblast', RU

Event Description

MHL - Atlant U20 vs Kapitan U20 is a premier sports event in Balashikha. 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: 63/100

Expected Attendance: 4,240 people

Event ID: CeZ9AtDeZyMHay9Ncp

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,696 across all properties

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

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