

MHL - Avto U20 vs Kuznetskie Medvedi U20

DATE: Thursday, September 4, 2025
LOCATION: Novokuznetsk, Kemerovskaya oblast', RU

Event Description

MHL - Avto U20 vs Kuznetskie Medvedi U20 is a premier sports event in Novokuznetsk. 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: 4,371 people

Event ID: H9W7bpT5xpUkX89ceN

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: 1,748 across all properties

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