

# MHL - Belye Medvedi U20 vs Kuznetskie Medvedi U20

DATE: Tuesday, September 9, 2025  
LOCATION: Novokuznetsk, Kemerovskaya oblast', RU

## Event Description

MHL - Belye Medvedi 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:** 9YpRtGPvj7z4HBukN2

## 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.*