

# MHL - Irbis U20 vs Ak. Mihaylova U20 III

DATE: Tuesday, January 20, 2026  
LOCATION: Novomoskovsk, Tulskaia oblast', RU

## Event Description

MHL - Irbis U20 vs Ak. Mihaylova U20 III is a premier sports event in Novomoskovsk. 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:** 47/100

**Expected Attendance:** 678 people

**Event ID:** 59fSeeXBNeTHhfpvxi

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 271 across all properties

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