

MHL - Irbis U20 vs Loko 76 U20

DATE: Saturday, January 24, 2026

LOCATION: Yaroslavl, RU

Event Description

MHL - Irbis U20 vs Loko 76 U20 is a premier sports event in Yaroslavl. 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: 54/100

Expected Attendance: 1,500 people

Event ID: GLCgHg3hx3g28b7BMb

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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