

# MHL - Irbis U20 vs Sibirskie Snaypery U20

DATE: Saturday, September 20, 2025  
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

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## Event Description

MHL - Irbis U20 vs Sibirskie Snaypery U20 is a premier sports event in Novosibirsk. 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:** 69/100

**Expected Attendance:** 9,261 people

**Event ID:** 7BGLkXxxBiTRHfEYWV

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,704 across all properties

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

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