

# MHL - Krasnaya Mashina U20 vs Krylya Sovetov U20

DATE: Monday, January 19, 2026  
LOCATION: Samara, Samarskaya oblast', RU

## Event Description

MHL - Krasnaya Mashina U20 vs Krylya Sovetov U20 is a premier sports event in Samara. 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:** 60/100

**Expected Attendance:** 3,011 people

**Event ID:** FJ3JXd8UziJdPjKUDT

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,204 across all properties

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