

# MHL - Krasnoyarskiye Rysi U20 vs Ladya U20

DATE: Monday, December 15, 2025  
LOCATION: Tolyatti, Samarskaya oblast', RU

## Event Description

MHL - Krasnoyarskiye Rysi U20 vs Ladya U20 is a premier sports event in Tolyatti. 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:** 64/100

**Expected Attendance:** 4,825 people

**Event ID:** 9e5jM6Ps4HzuKAwXoQ

## 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:** 1,930 across all properties

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