

MHL - Krylya Sovetov U20 vs Ak. Mihaylova U20 II

DATE: Tuesday, January 27, 2026
LOCATION: Tula, Tulsкая oblast', RU

Event Description

MHL - Krylya Sovetov U20 vs Ak. Mihaylova U20 II is a premier sports event in Tula. 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: 57/100

Expected Attendance: 2,312 people

Event ID: CjK7JXqR4dxw4q8xHt

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 925 across all properties

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