

MHL - Kuznetskie Medvedi U20 vs Belye Medvedi U20

DATE: Tuesday, January 13, 2026
LOCATION: Chelyabinsk, Chelyabinskaya oblast', RU

Event Description

MHL - Kuznetskie Medvedi U20 vs Belye Medvedi U20 is a premier sports event in Chelyabinsk. 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: 63/100
Expected Attendance: 4,716 people
Event ID: GVDmXtQySKGYraSFoF

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: 1,886 across all properties

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