

MHL - Ladya U20 vs Molot U20

DATE: Wednesday, January 14, 2026

LOCATION: Perm, Permskiy kray, RU

Event Description

MHL - Ladya U20 vs Molot U20 is a premier sports event in Perm. 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: 55/100

Expected Attendance: 1,709 people

Event ID: GdwBvvSt24umVkcyTH

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 684 across all properties

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