

MHL - Loko 76 U20 vs Ak. Mihaylova U20 III

DATE: Sunday, January 18, 2026
LOCATION: Novomoskovsk, Tulskaia oblast', RU

Event Description

MHL - Loko 76 U20 vs Ak. Mihaylova U20 III is a premier sports event in Novomoskovsk. 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: 47/100

Expected Attendance: 678 people

Event ID: AyKU6Spz9fmRUJNsQT

Hotel Demand Indicators

ADR Impact Index: 5.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 271 across all properties

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