

MHL - Loko 76 U20 vs Sibirskie Snaypery U20

DATE: Wednesday, January 14, 2026
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

Event Description

MHL - Loko 76 U20 vs Sibirskie Snaypery U20 is a premier sports event in Novosibirsk. 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: 69/100

Expected Attendance: 8,452 people

Event ID: AMfULZaS6SQ9qQGP5b

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,381 across all properties

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