

# MHL - SKA 1946 U20 vs Akademia Mihaylova U20

DATE: Thursday, January 29, 2026  
LOCATION: Tula, Tulsкая oblast', RU

## Event Description

MHL - SKA 1946 U20 vs Akademia Mihaylova U20 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:** A5z6W77KCxHPWbm8CL

## 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.*