

MHL - Sputnik U20 vs Chaika U20

DATE: Tuesday, January 27, 2026

LOCATION: Nizhny Novgorod, RU

Event Description

MHL - Sputnik U20 vs Chaika U20 is a premier sports event in Nizhny Novgorod. 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: 59/100

Expected Attendance: 2,851 people

Event ID: 99KZbVCPaf93vaAYTi

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,140 across all properties

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