

NMHL - Eastern Conference - Samara U21 vs Belgorod U21

DATE: Monday, January 19, 2026
LOCATION: Belgorod, Belgorodskaya oblast', RU

Event Description

NMHL - Eastern Conference - Samara U21 vs Belgorod U21 is a premier sports event in Belgorod. 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: 52/100

Expected Attendance: 1,200 people

Event ID: 3LUhAj3xEDWUHB5nvM

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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