

NMHL - Eastern Conference - Samara U21 vs Gvardiya U21

DATE: Thursday, January 15, 2026
LOCATION: Krasnodar, Krasnodarskiy kray, RU

Event Description

NMHL - Eastern Conference - Samara U21 vs Gvardiya U21 is a premier sports event in Krasnodar. 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: 45/100
Expected Attendance: 562 people
Event ID: CwtDbcqm7DMQ6mtbnM

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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