

# NMHL - Western Conference - Arktika U21 vs Bryansk U21

DATE: Sunday, November 23, 2025  
LOCATION: Bryansk, Bryanskaya oblast', RU

## Event Description

NMHL - Western Conference - Arktika U21 vs Bryansk U21 is a premier sports event in Bryansk. 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:** 47/100

**Expected Attendance:** 719 people

**Event ID:** HCet4TDcuFcauKniwG

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 288 across all properties

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