

NMHL - Western Conference - Arktika U21 vs Metallurg Vologda U21

DATE: Sunday, January 18, 2026
LOCATION: Cherepovets, Vologodskaya oblast', RU

Event Description

NMHL - Western Conference - Arktika U21 vs Metallurg Vologda U21 is a premier sports event in Cherepovets. 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: 56/100
Expected Attendance: 2,079 people
Event ID: 6dqwQrkaBpGD7AgRuu

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: 832 across all properties

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