

NMHL - Western Conference - Kaluga U21 vs Bryansk U21

DATE: Saturday, January 31, 2026
LOCATION: Bryansk, Bryanskaya oblast', RU

Event Description

NMHL - Western Conference - Kaluga 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: 49/100

Expected Attendance: 850 people

Event ID: BmoDVhRnmQ8qtDWfxM

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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