

VHL - SKA Neva vs Akademia Mihaylova

DATE: Friday, January 16, 2026
LOCATION: Tula, Tulsкая oblast', RU

Event Description

VHL - SKA Neva vs Akademia Mihaylova is a premier sports event in Tula. 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: 58/100

Expected Attendance: 2,496 people

Event ID: B3n55CvGpSGjov2rbi

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 998 across all properties

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