

WHL - Belye Medveditsy vs Biryusa

DATE: Tuesday, January 20, 2026
LOCATION: Krasnoyarsk, Krasnoyarskiy kray, RU

Event Description

WHL - Belye Medveditsy vs Biryusa is a premier sports event in Krasnoyarsk. 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: 62/100

Expected Attendance: 4,203 people

Event ID: DMdxA3E37kb5SmvWcx

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,681 across all properties

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