

BC Uniks Kazan vs Zenit Saint Petersburg

DATE: Saturday, October 4, 2025

LOCATION: Saint Petersburg, RU

Event Description

BC Uniks Kazan vs Zenit Saint Petersburg is a premier sports event in Saint Petersburg. 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: 64/100

Expected Attendance: 5,065 people

Event ID: 5VU7pG6bJTzY8C88Rd

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,026 across all properties

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