

Cup - 1st Round - Parma U21 vs Samara U21

DATE: Saturday, September 20, 2025
LOCATION: Essentuki, Stavropolskiy kray, RU

Event Description

Cup - 1st Round - Parma U21 vs Samara U21 is a premier sports event in Essentuki. 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: 44/100
Expected Attendance: 500 people
Event ID: 6hhenLzbb3frgTgYwt

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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