

# Cup - 1st Round - Ural URGUPS vs Enisey U21

DATE: Wednesday, September 17, 2025  
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

## Event Description

Cup - 1st Round - Ural URGUPS vs Enisey U21 is a premier sports event in Yekaterinburg. 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:** 2,385 people

**Event ID:** 3pDgCEqUbhfACyYrDk

## 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:** 954 across all properties

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