

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

DATE: Tuesday, September 16, 2025  
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

## Event Description

Cup - 1st Round - Uralmash U21 vs Ural URGUPS 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:** 57/100

**Expected Attendance:** 2,171 people

**Event ID:** 8AWMRzvzERXSxtFap9

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 868 across all properties

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