

Cup - 4th Round - Universitet Yugra vs Zenit II

DATE: Wednesday, December 10, 2025
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

Cup - 4th Round - Universitet Yugra vs Zenit II is a premier sports event in Sankt-Peterburg. 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: 50/100

Expected Attendance: 1,019 people

Event ID: GZxcs72hihwxayZstf

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 408 across all properties

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