

Cup - Group Stage - Arlan Kokshetau vs Saryarqa Karaganda

DATE: Monday, August 25, 2025
LOCATION: Saryarka, KZ

Event Description

Cup - Group Stage - Arlan Kokshetau vs Saryarqa Karaganda is a premier sports event in Saryarka. 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: 62/100
Expected Attendance: 4,074 people
Event ID: HZvVVUVE82Hd5ZtDyC

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,630 across all properties

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