

Cup - Premier League Path - Group Stage - Nizhny Novgorod vs Rostov

DATE: Wednesday, October 22, 2025
LOCATION: Rostov-on-Don, Rostov Oblast, RU

Event Description

Cup - Premier League Path - Group Stage - Nizhny Novgorod vs Rostov is a premier sports event in Rostov-on-Don. 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: 73/100

Expected Attendance: 14,892 people

Event ID: CYmKHqLpofV3czjk4Z

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,957 across all properties

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