

# Cup - Regions Path - 2nd Round - Spartak Nal'chik vs Mashuk-KMV

DATE: Wednesday, August 20, 2025  
LOCATION: Pyatigorsk, Stavropolskiy kray, RU

## Event Description

Cup - Regions Path - 2nd Round - Spartak Nal'chik vs Mashuk-KMV is a premier sports event in Pyatigorsk. 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:** 48/100

**Expected Attendance:** 780 people

**Event ID:** 9kGJhoEUdtJdNP36Ec

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 312 across all properties

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