

# Cup - Regions Path - 3rd Round - Khimik Dzerzhinsk vs Fankom

DATE: Wednesday, September 10, 2025  
LOCATION: Kirov, Kirovskaya oblast', RU

## Event Description

Cup - Regions Path - 3rd Round - Khimik Dzerzhinsk vs Fankom is a premier sports event in Kirov. 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:** 47/100

**Expected Attendance:** 723 people

**Event ID:** 6p4kDYj8qwcSYWQtW

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 289 across all properties

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