

Cup - Regions Path - 4th Round - Ufa vs Fankom

DATE: Wednesday, September 24, 2025
LOCATION: Kirov, Kirovskaya oblast', RU

Event Description

Cup - Regions Path - 4th Round - Ufa 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: 49/100

Expected Attendance: 910 people

Event ID: BRfyu9FWB9ryjZi5R4

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 364 across all properties

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