

Higher League - Dynamo MGTU vs Ural URGUPS

DATE: Saturday, January 24, 2026
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

Event Description

Higher League - Dynamo MGTU vs Ural URGUPS is a premier sports event in Yekaterinburg. 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: 56/100

Expected Attendance: 1,909 people

Event ID: J25sfPTzQkUD6GH7PG

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 764 across all properties

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