

# Higher League - Ural URGUPS vs Metallurg Chelbasket

DATE: Monday, January 12, 2026  
LOCATION: Magnitogorsk, Chelyabinskaya oblast', RU

## Event Description

Higher League - Ural URGUPS vs Metallurg Chelbasket is a premier sports event in Magnitogorsk. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** Eh5Q83pk5QYgpRipvx

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 across all properties

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