

MBA Moscow vs BC Uniks Kazan

DATE: Saturday, January 17, 2026
LOCATION: Kazan, Respublika Tatarstan, RU

Event Description

MBA Moscow vs BC Uniks Kazan is a premier sports event in Kazan. 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: 63/100

Expected Attendance: 4,510 people

Event ID: GVHydqKNHuUwn7LazW

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,804 across all properties

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