

# United Cup - Group Stage - CSKA Moskva vs Mega

DATE: Thursday, January 8, 2026  
LOCATION: Beograd, Grad Beograd, RS

## Event Description

United Cup - Group Stage - CSKA Moskva vs Mega is a premier sports event in Beograd. 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:** 69/100

**Expected Attendance:** 9,344 people

**Event ID:** AKkusJzA6wmE5ZKTpB

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,738 across all properties

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