

United Cup - Group Stage - CSKA Moskva vs Parma

DATE: Wednesday, February 4, 2026
LOCATION: Perm, Permskiy kray, RU

Event Description

United Cup - Group Stage - CSKA Moskva vs Parma is a premier sports event in Perm. 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: 61/100

Expected Attendance: 3,421 people

Event ID: HPEHyFgNyKi62CrpoH

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,368 across all properties

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