

# United Cup - Group Stage - Parma vs CSKA Moskva

DATE: Tuesday, November 18, 2025

LOCATION: Moskva, AÄ>D :Cä2D :C O Cä1C'0D BDÄÄ U

## Event Description

United Cup - Group Stage - Parma vs CSKA Moskva is a premier sports event in Moskva. 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:** 58/100

**Expected Attendance:** 2,604 people

**Event ID:** ZYczEk9G9N4gatsixY

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,042 across all properties

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