

United Cup - Group Stage - Parma vs Lokomotiv Kuban

DATE: Wednesday, January 21, 2026
LOCATION: Krasnodar, Krasnodarskiy kray, RU

Event Description

United Cup - Group Stage - Parma vs Lokomotiv Kuban is a premier sports event in Krasnodar. 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: 60/100

Expected Attendance: 3,232 people

Event ID: 978oWfGXC2RtF3X4dL

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,293 across all properties

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