

United Cup - Group Stage - UNICS vs Uralmash

DATE: Tuesday, January 13, 2026
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

Event Description

United Cup - Group Stage - UNICS vs Uralmash is a premier sports event in Yekaterinburg. 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: 56/100

Expected Attendance: 2,099 people

Event ID: E3HTFSajLMeQtrYLXF

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 840 across all properties

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