

United Cup - Group Stage - UNICS vs Zenit

DATE: Wednesday, November 5, 2025
LOCATION: Sankt-Peterburg, Saint Petersburg, RU

Event Description

United Cup - Group Stage - UNICS vs Zenit is a premier sports event in Sankt-Peterburg. 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: 59/100

Expected Attendance: 2,963 people

Event ID: 9VUzAtNNwWwwaD58my

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,185 across all properties

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