

United Cup - Group Stage - Uralmash vs UNICS

DATE: Friday, December 12, 2025
LOCATION: Kazan, Respublika Tatarstan, RU

Event Description

United Cup - Group Stage - Uralmash vs UNICS is a premier sports event in Kazan. 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: 62/100
Expected Attendance: 3,971 people
Event ID: FQhjXEQWfVYME6syaV

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,588 across all properties

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