

United Cup - Group Stage - Zenit vs Uralmash

DATE: Wednesday, October 8, 2025
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

Event Description

United Cup - Group Stage - Zenit 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: 58/100

Expected Attendance: 2,637 people

Event ID: EB4vCPxFjfracqk9bz

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: 1,055 across all properties

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