

# United League - Parma vs MBA Moskva

DATE: Saturday, January 10, 2026

LOCATION: Moskva, Moskva, RU

## Event Description

United League - Parma vs MBA Moskva is a premier sports event in Moskva. 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:** 61/100

**Expected Attendance:** 3,360 people

**Event ID:** 7EJeVr5cw2rWKRmiHk

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,344 across all properties

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