

# United League - Samara vs Uralmash

DATE: Saturday, January 17, 2026  
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

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## Event Description

United League - Samara 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:** 62/100

**Expected Attendance:** 3,941 people

**Event ID:** GGGt4LNxKQmMhetDHi

## 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:** 1,576 across all properties

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

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