

# United League - UNICS vs Samara

DATE: Friday, January 9, 2026  
LOCATION: Samara, Samarskaya oblast', RU

## Event Description

United League - UNICS vs Samara is a premier sports event in Samara. 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:** 55/100

**Expected Attendance:** 1,757 people

**Event ID:** AhXxN3nzqUSuVtorZ9

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 703 across all properties

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