

United League - UNICS vs Uralmash

DATE: Saturday, December 27, 2025
LOCATION: Yekaterinburg, Sverdlovskaya oblast', RU

Event Description

United League - UNICS 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: 61/100

Expected Attendance: 3,525 people

Event ID: 8sTofcpWZ8sNLPGMa7

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: 1,410 across all properties

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