

Youth League - UNICS U21 vs Zenit U21

DATE: Monday, November 10, 2025
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

Event Description

Youth League - UNICS U21 vs Zenit U21 is a premier sports event in Sankt-Peterburg. 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: 44/100

Expected Attendance: 500 people

Event ID: 8VTyRhJj9PAURmZGHE

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 200 across all properties

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

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