

Zhejiang Lions vs Xinjiang Flying Tigers

DATE: Tuesday, January 13, 2026
LOCATION: Urumqi, CN

Event Description

Zhejiang Lions vs Xinjiang Flying Tigers is a premier sports event in Urumqi. 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: 58/100

Expected Attendance: 2,472 people

Event ID: E4ry2mBYm8iJfziuzb

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 989 across all properties

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