

Club Friendlies - Club Friendlies 3 - ASA Târgu Mureș vs Universitatea Cluj

DATE: Saturday, September 6, 2025
LOCATION: Cluj-Napoca, Județul Cluj

Event Description

Club Friendlies - Club Friendlies 3 - ASA Târgu Mureș vs Universitatea Cluj is a premier sports event in Cluj-Napoca. 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: 56/100

Expected Attendance: 2,000 people

Event ID: H8kY548zLEFS9KRwjt

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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