

# FC Universitatea Cluj vs KK Partizan Belgrade

DATE: Friday, January 30, 2026  
LOCATION: Belgrade, RS

## Event Description

FC Universitatea Cluj vs KK Partizan Belgrade is a premier sports event in Belgrade. 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:** 68/100

**Expected Attendance:** 7,787 people

**Event ID:** wddk5FAjXyiknMXzt3

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,115 across all properties

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