

Hamburg Towers vs FC Universitatea Cluj

DATE: Tuesday, January 13, 2026
LOCATION: Cluj-Napoca, Județul Cluj

Event Description

Hamburg Towers vs FC 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: 53/100

Expected Attendance: 1,477 people

Event ID: BNfdWmme2xnq29fYcH

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 591 across all properties

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