

Liga I - Argeș vs Universitatea Cluj

DATE: Monday, February 2, 2026
LOCATION: Cluj-Napoca, Județul Cluj

Event Description

Liga I - Argeș 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: 66/100

Expected Attendance: 6,422 people

Event ID: R4Vcp4RL7eQ6DhrdGv

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,569 across all properties

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