

Liga I - Botoani vs Csikszereda

DATE: Friday, January 16, 2026
LOCATION: Miercurea Ciuc, Județul Alba

Event Description

Liga I - Botoani vs Csikszereda is a premier sports event in Miercurea Ciuc. 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: 51/100

Expected Attendance: 1,178 people

Event ID: HThVJyobLtCsUWUe67

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 471 across all properties

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