

Liga I - CFR Cluj vs FCSB

DATE: Friday, January 23, 2026
LOCATION: București, Romania

Event Description

Liga I - CFR Cluj vs FCSB is a premier sports event in București. 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: 77/100

Expected Attendance: 21,349 people

Event ID: 5EN2KR4sYpHhFWbT9p

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,540 across all properties

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