

Liga I - Universitatea Cluj vs Rapid București

DATE: Friday, January 30, 2026
LOCATION: București, Romania

Event Description

Liga I - Universitatea Cluj vs Rapid București 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: 65/100

Expected Attendance: 5,782 people

Event ID: Bzn8rWgxKZJq8sfXux

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,313 across all properties

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