

# Liga I - Universitatea Cluj vs UTA Arad

DATE: Saturday, November 22, 2025

LOCATION: Arad, Județul Arad, RO

## Event Description

Liga I - Universitatea Cluj vs UTA Arad is a premier sports event in Arad. 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:** 63/100

**Expected Attendance:** 4,426 people

**Event ID:** CmYRiXcTCewJbMfBHj

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,770 across all properties

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