

Liga I - Universitatea Craiova vs Petrolul 52

DATE: Friday, January 16, 2026
LOCATION: Ploiești, Județul Prahova, RO

Event Description

Liga I - Universitatea Craiova vs Petrolul 52 is a premier sports event in Ploiești. 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: 6,140 people

Event ID: CrxzG72BUp5SKo2suc

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,456 across all properties

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