

Liga II - Câmpulung Muscel vs ASA Târgu Mureș

DATE: Saturday, August 30, 2025
LOCATION: Târgu Mureș, Cluj County, Romania

Event Description

Liga II - Câmpulung Muscel vs ASA Târgu Mureș is a premier sports event in Târgu Mureș. 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: 60/100

Expected Attendance: 3,000 people

Event ID: CX7ux9F2RMAmyiXC9f

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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