

# Liga II - Concordia Chiajna vs ASA Târgu Mureș

DATE: Saturday, November 29, 2025  
LOCATION: Târgu Mureș, Cluj County, Romania

## Event Description

Liga II - Concordia Chiajna 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:** 53/100

**Expected Attendance:** 1,411 people

**Event ID:** ANWWXFymNxUzaHqra8

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 564 across all properties

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