

Liga II - CSM Reșca vs ASA Târgu Mureș

DATE: Saturday, December 13, 2025
LOCATION: Târgu Mureș, Județul Cluj, România

Event Description

Liga II - CSM Reșca 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: 55/100

Expected Attendance: 1,698 people

Event ID: 9AkGaR8sf3adTtcaK6

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 679 across all properties

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