

Liga III - Group 7 - Unirea DMO vs Unirea Alba Iulia

DATE: Friday, September 19, 2025
LOCATION: Alba Iulia, Județul Alba

Event Description

Liga III - Group 7 - Unirea DMO vs Unirea Alba Iulia is a premier sports event in Alba Iulia. 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: 59/100

Expected Attendance: 2,843 people

Event ID: 8bzSLwjS4pJdFbsaqf

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,137 across all properties

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