

# Liga III - Group 7 - Unirea Sântana vs Unirea Alba Iulia

DATE: Friday, October 10, 2025  
LOCATION: Alba Iulia, Județul Vâlcea

## Event Description

Liga III - Group 7 - Unirea Sântana 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:** 58/100

**Expected Attendance:** 2,585 people

**Event ID:** 7LcaRJzNYgMmyzRHpD

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,034 across all properties

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