

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

DATE: Friday, September 12, 2025  
LOCATION: Sântana, Județul Vâlcea, RO

## Event Description

Liga III - Group 7 - Universitatea Alba Iulia vs Unirea Sântana is a premier sports event in Sântana. 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:** 46/100

**Expected Attendance:** 664 people

**Event ID:** 9cvGsLNgmYyRH9RE7K

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 266 across all properties

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