

Liga Națională - Argeș — FQ_t1 vs Târgu Mureș

DATE: Saturday, January 3, 2026
LOCATION: Târgu Mureș, Județul Vâlcea, RO

Event Description

Liga Națională - Argeș vs 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: 1,409 people

Event ID: 4gfQCGkRaau4HSCMqR

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.