

Liga Națională - Steaua București vs Argeș Pitești

DATE: Friday, January 16, 2026
LOCATION: Pitești, Județul Vâlcea, RO

Event Description

Liga Națională - Steaua București vs Argeș Pitești is a premier sports event in Pitești. This event attracts thousands of 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: 1,373 people

Event ID: EeJAJQFyZwfi9Kzo5c

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: 549 across all properties

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