

Alianza FC Valledupar vs Union Magdalena

DATE: Sunday, August 24, 2025

LOCATION: Santa Marta, CO

Event Description

Alianza FC Valledupar vs Union Magdalena is a premier sports event in Santa Marta. 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: 60/100

Expected Attendance: 3,000 people

Event ID: DugfXeb5UtiGcaryFG

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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