

# Atlas FC vs Pumas UNAM

DATE: Sunday, August 31, 2025  
LOCATION: Ciudad de México, Ciudad de México, MX

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## Event Description

Atlas FC vs Pumas UNAM is a premier sports event in Ciudad de México. 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:** 75/100

**Expected Attendance:** 17,196 people

**Event ID:** BZsjrDCWgmMfRoec6c

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,878 across all properties

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