

# Atlas FC vs Queretaro FC

DATE: Sunday, August 17, 2025  
LOCATION: Santiago de Querétaro, Querétaro, MX

## Event Description

Atlas FC vs Queretaro FC is a premier sports event in Santiago de Querétaro. 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:** 69/100

**Expected Attendance:** 9,261 people

**Event ID:** BaiREje5p5TmfDnrKj

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,704 across all properties

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