

# Atletico Nacional Medellin vs America de Cali

DATE: Sunday, August 24, 2025  
LOCATION: San Fernando, Valle del Cauca, CO

## Event Description

Atletico Nacional Medellin vs America de Cali is a premier sports event in San Fernando. 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:** 70/100

**Expected Attendance:** 10,536 people

**Event ID:** 42Af6QEUUvYnqPwfkY

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,214 across all properties

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