

# CB Malaga vs CB 1939 Canarias

DATE: Saturday, October 25, 2025  
LOCATION: San Cristóbal de La Laguna, Canarias, ES

## Event Description

CB Malaga vs CB 1939 Canarias is a premier sports event in San Cristóbal de La Laguna. 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:** 64/100

**Expected Attendance:** 5,100 people

**Event ID:** 5umDwLJTnfL635wRyr

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,040 across all properties

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