

Club Santos Laguna vs FC Juarez

DATE: Friday, August 22, 2025
LOCATION: Ciudad Juárez, CHIH, MX

Event Description

Club Santos Laguna vs FC Juarez is a premier sports event in Ciudad Juárez. 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: 68/100

Expected Attendance: 7,518 people

Event ID: C6LZxBd6FmPDLP46th

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,007 across all properties

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