

# Copa del Rey - 1st Round - Eibar vs Nájara

DATE: Wednesday, October 29, 2025

LOCATION: Haro, La Rioja, ES

## Event Description

Copa del Rey - 1st Round - Eibar vs Nájara is a premier sports event in Haro. 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:** 56/100

**Expected Attendance:** 1,933 people

**Event ID:** CyvCXJMLz8D4Ke2RU6

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 773 across all properties

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