

Deportes La Serena vs Coquimbo Unido

DATE: Saturday, November 22, 2025
LOCATION: Coquimbo, Región de Coquimbo, CL

Event Description

Deportes La Serena vs Coquimbo Unido is a premier sports event in Coquimbo. 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: 8,724 people

Event ID: 9EbnzgDWOdQfQfehPp

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: 3,490 across all properties

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