

Deportes Union La Calera vs Colo-Colo

DATE: Sunday, November 23, 2025
LOCATION: Macul, Región Metropolitana, CL

Event Description

Deportes Union La Calera vs Colo-Colo is a premier sports event in Macul. 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: 78/100

Expected Attendance: 24,166 people

Event ID: DuF45ZJ96WwhTRUdd9

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,666 across all properties

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