

# Deportes Union La Calera vs Coquimbo Unido

DATE: Sunday, November 2, 2025  
LOCATION: Coquimbo, Región de Coquimbo, CL

## Event Description

Deportes Union La Calera 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:** 6ei7kvSqP29bZLZAoc

## 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.*