

Friendlies - Friendlies 1 - Uruguay vs Mexico

DATE: Saturday, November 15, 2025
LOCATION: Torreón, Coahuila de Zaragoza, MX

Event Description

Friendlies - Friendlies 1 - Uruguay vs Mexico is a premier sports event in Torreón. 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: 73/100

Expected Attendance: 13,818 people

Event ID: 6Q4wSYBsKpaiPQnP8x

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,527 across all properties

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