

Liga 1 - Clausura - Alianza Atlético vs ADT

DATE: Friday, September 26, 2025

LOCATION: Tarma, Junín, PE

Event Description

Liga 1 - Clausura - Alianza Atlético vs ADT is a premier sports event in Tarma. 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: 59/100

Expected Attendance: 2,860 people

Event ID: 4XxMR8Ki3ibLzUbzdU

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,144 across all properties

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