

Liga 1 - Clausura - Universitario vs UTC Cajamarca

DATE: Saturday, September 20, 2025
LOCATION: Trujillo, La Libertad, PE

Event Description

Liga 1 - Clausura - Universitario vs UTC Cajamarca is a premier sports event in Trujillo. 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: 72/100

Expected Attendance: 12,810 people

Event ID: 4NH7MtRafgBgKaU56c

Hotel Demand Indicators

ADR Impact Index: 7.6x 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: 5,124 across all properties

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