

# Liga 2 - Promotion Round - San Marcos vs Comerciantes

DATE: Sunday, September 7, 2025  
LOCATION: Iquitos, Loreto, PE

## Event Description

Liga 2 - Promotion Round - San Marcos vs Comerciantes is a premier sports event in Iquitos. 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:** 9,171 people

**Event ID:** DmVFMqR8qfGws8Gccy

## 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:** 3,668 across all properties

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