

Liga 2 - Promotion Round - Unión Comercio vs San Marcos

DATE: Saturday, August 16, 2025
LOCATION: Huaraz, Áncash, PE

Event Description

Liga 2 - Promotion Round - Unión Comercio vs San Marcos is a premier sports event in Huaraz. 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: 55/100

Expected Attendance: 1,826 people

Event ID: GgBrmq5PnSxm6jej97

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 730 across all properties

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