

# Liga de Ascenso - Apertura - Cariari Pococí vs Santa Ana

DATE: Monday, August 25, 2025  
LOCATION: Santa Ana, CR

## Event Description

Liga de Ascenso - Apertura - Cariari Pococí vs Santa Ana is a premier sports event in Santa Ana. 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:** 54/100

**Expected Attendance:** 1,549 people

**Event ID:** Es5H4N9BR5vUsFA8ca

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 620 across all properties

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