

Liga de Ascenso - Apertura - COFUTPA vs Deportivo Upala

DATE: Monday, August 25, 2025
LOCATION: Liberia, Provincia de Guanacaste, CR

Event Description

Liga de Ascenso - Apertura - COFUTPA vs Deportivo Upala is a premier sports event in Liberia. 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: 61/100

Expected Attendance: 3,491 people

Event ID: BXgjHzN8virELmJWXk

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,396 across all properties

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