

Liga de Ascenso - Apertura - Santa Cruz vs Deportivo Upala

DATE: Wednesday, September 17, 2025
LOCATION: Liberia, Provincia de Guanacaste, CR

Event Description

Liga de Ascenso - Apertura - Santa Cruz 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: EQHHsAV9Er3NUdu4c7

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.