

# Liga de Expansión MX - Apertura - Cancún vs Jaiba Brava

DATE: Saturday, September 20, 2025  
LOCATION: Ciudad Madero, Tamaulipas, MX

## Event Description

Liga de Expansión MX - Apertura - Cancún vs Jaiba Brava is a premier sports event in Ciudad Madero. 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:** 64/100

**Expected Attendance:** 4,826 people

**Event ID:** 484xEqawF7Twb5PwDC

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,930 across all properties

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