

# Liga de Expansión MX - Apertura - Irapuato vs Atlante

DATE: Saturday, August 23, 2025  
LOCATION: Zacatepec, Morelos, MX

## Event Description

Liga de Expansión MX - Apertura - Irapuato vs Atlante is a premier sports event in Zacatepec. 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:** 4,920 people

**Event ID:** DpHSzQiu5d7ztJoaMj

## 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:** 1,968 across all properties

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