

Liga de Expansión MX - Apertura - Jaiba Brava vs Atlético Morelia

DATE: Saturday, November 8, 2025
LOCATION: Morelia, Michoacán, MX

Event Description

Liga de Expansión MX - Apertura - Jaiba Brava vs Atlético Morelia is a premier sports event in Morelia. 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: 75/100

Expected Attendance: 18,281 people

Event ID: DkkWN7tJaXActnDoFw

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,312 across all properties

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