

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

DATE: Saturday, August 30, 2025  
LOCATION: Irapuato, Guanajuato, MX

## Event Description

Liga de Expansión MX - Apertura - Jaiba Brava vs Irapuato is a premier sports event in Irapuato. 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:** 69/100

**Expected Attendance:** 9,338 people

**Event ID:** FnBp8DDhdpWYC8NehD

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,735 across all properties

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