

Liga de Expansión MX - Apertura - Jaiba Brava vs Venados

DATE: Thursday, October 23, 2025
LOCATION: Mérida, Yucatán, MX

Event Description

Liga de Expansión MX - Apertura - Jaiba Brava vs Venados is a premier sports event in Mérida. 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: 67/100

Expected Attendance: 6,970 people

Event ID: 9Dgf6mzqMeFQGJUSkw

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,788 across all properties

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