

Liga de Expansión MX - Apertura - Mineros de Zacatecas vs Jaiba Brava

DATE: Wednesday, October 15, 2025
LOCATION: Ciudad Madero, Tamaulipas, MX

Event Description

Liga de Expansión MX - Apertura - Mineros de Zacatecas 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: 60/100

Expected Attendance: 3,256 people

Event ID: HupZXnVTFa4Kbhx2FL

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,302 across all properties

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