

Liga Mayor - Atlántico vs Cibao

DATE: Friday, August 22, 2025
LOCATION: Santiago de los Caballeros, Santiago, DO

Event Description

Liga Mayor - Atlántico vs Cibao is a premier sports event in Santiago de los Caballeros. 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: 61/100

Expected Attendance: 3,608 people

Event ID: J7YP9QfZJoEVedAEKd

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,443 across all properties

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