

# Liga Mayor - Moca vs Vega Real

DATE: Saturday, August 16, 2025  
LOCATION: Concepción de La Vega, DO

## Event Description

Liga Mayor - Moca vs Vega Real is a premier sports event in Concepción de La Vega. 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:** 53/100

**Expected Attendance:** 1,447 people

**Event ID:** D3sADvn5goDLXah6kc

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 579 across all properties

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