

# Liga MX - Apertura - Atlas vs Atlético San Luis

DATE: Friday, October 17, 2025  
LOCATION: San Luis Potosí, San Luis Potosí, MX

## Event Description

Liga MX - Apertura - Atlas vs Atlético San Luis is a premier sports event in San Luis Potosí. 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:** 73/100  
**Expected Attendance:** 13,534 people  
**Event ID:** eje59WZnZpfYLiYLFn

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 5,414 across all properties

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