

Liga MX - Apertura - León vs Santos Laguna

DATE: Saturday, October 18, 2025
LOCATION: Torreón, Coahuila de Zaragoza, MX

Event Description

Liga MX - Apertura - León vs Santos Laguna is a premier sports event in Torreón. 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: 68/100

Expected Attendance: 8,217 people

Event ID: 6RRfr9dSweepbUfNFk

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,287 across all properties

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