

# Liga MX - Apertura - Santos Laguna vs Mazatlán

DATE: Tuesday, October 21, 2025  
LOCATION: Mazatlán, Sinaloa, MX

## Event Description

Liga MX - Apertura - Santos Laguna vs Mazatlán is a premier sports event in Mazatlán. 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:** 66/100

**Expected Attendance:** 6,528 people

**Event ID:** 39o687VADFDmZkobNE

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,611 across all properties

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