

# Liga MX - Apertura - Tijuana vs Puebla

DATE: Friday, October 17, 2025  
LOCATION: Heroica Puebla de Zaragoza, Puebla, MX

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## Event Description

Liga MX - Apertura - Tijuana vs Puebla is a premier sports event in Heroica Puebla de Zaragoza. 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:** 67/100

**Expected Attendance:** 6,955 people

**Event ID:** HrsK39xF6GjyiEkCg

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,782 across all properties

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

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