

# Liga MX Femenil - Apertura - Pumas UNAM vs Santos Laguna

DATE: Monday, September 1, 2025  
LOCATION: Torreón, Coahuila de Zaragoza, MX

## Event Description

Liga MX Femenil - Apertura - Pumas UNAM 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:** 75/100

**Expected Attendance:** 17,009 people

**Event ID:** FgDHRycerGzUPYzqrF

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,804 across all properties

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