

Liga Premier Serie A - Apertura - Atlético de Hidalgo vs Gavilanes FC Matamoros

DATE: Saturday, August 23, 2025
LOCATION: Matamoros, MX

Event Description

Liga Premier Serie A - Apertura - Atlético de Hidalgo vs Gavilanes FC Matamoros is a premier sports event in Matamoros. 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: 77/100

Expected Attendance: 21,405 people

Event ID: CQAQ2cCcqM2Eg4Wp3Q

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,562 across all properties

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