

Liga Premier Serie A - Apertura - Calor de San Juan vs Atlético de Hidalgo

DATE: Friday, January 23, 2026
LOCATION: Atitalaquia, Estado de Hidalgo, MX

Event Description

Liga Premier Serie A - Apertura - Calor de San Juan vs Atlético de Hidalgo is a premier sports event in Atitalaquia. 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: 48/100

Expected Attendance: 763 people

Event ID: 9RoTVc9t9zFFuoP2cg

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 305 across all properties

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