

Liga Premier Serie A - Apertura - Celaya vs Pioneros de Cancún

DATE: Saturday, January 10, 2026
LOCATION: Cancún, Quintana Roo, MX

Event Description

Liga Premier Serie A - Apertura - Celaya vs Pioneros de Cancún is a premier sports event in Cancún. 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: 60/100

Expected Attendance: 3,024 people

Event ID: AT4Q72YUUY3S3c8Rwj

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,210 across all properties

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