

# Liga Premier Serie A - Apertura - Cimarrones de Sonora vs Ensenada

DATE: Saturday, August 23, 2025  
LOCATION: Ensenada, Baja California, MX

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## Event Description

Liga Premier Serie A - Apertura - Cimarrones de Sonora vs Ensenada is a premier sports event in Ensenada. 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:** 7,083 people  
**Event ID:** EJXUUsp9pAHnK3BYry

## 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:** 2,833 across all properties

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

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