

Liga Premier Serie A - Apertura - Cimarrones de Sonora vs UA Zacatecas

DATE: Saturday, January 17, 2026
LOCATION: Zacatecas, Zacatecas, MX

Event Description

Liga Premier Serie A - Apertura - Cimarrones de Sonora vs UA Zacatecas is a premier sports event in Zacatecas. 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: 66/100

Expected Attendance: 6,573 people

Event ID: 8bPYGa4ydGt84CZgku

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,629 across all properties

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