

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

DATE: Friday, January 9, 2026  
LOCATION: Hermosillo, SON, MX

## Event Description

Liga Premier Serie A - Apertura - Ensenada vs Cimarrones de Sonora is a premier sports event in Hermosillo. 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:** 71/100

**Expected Attendance:** 11,662 people

**Event ID:** 67gVAXNXdgsrJdWHRB

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,665 across all properties

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