

Liga Premier Serie A - Apertura - FC Santiago vs Gavilanes FC Matamoros

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

Event Description

Liga Premier Serie A - Apertura - FC Santiago vs Gavilanes FC Matamoros is a premier sports event in Matamoros. 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: 77/100

Expected Attendance: 22,569 people

Event ID: GTJDuuRFJmHYD49Cnh

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,028 across all properties

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