

Liga Premier Serie A - Apertura - Gavilanes FC Matamoros vs Calor de San Juan

DATE: Saturday, February 7, 2026
LOCATION: Reynosa, Tamaulipas, MX

Event Description

Liga Premier Serie A - Apertura - Gavilanes FC Matamoros vs Calor de San Juan is a premier sports event in Reynosa. 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: 7,054 people

Event ID: 87BtfMGUmmpeBJBk4d

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: 2,822 across all properties

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