

Liga Premier Serie A - Apertura - Héroes de Zaci vs Jaguares

DATE: Saturday, January 10, 2026
LOCATION: Tuxtla Gutiérrez, Chiapas, MX

Event Description

Liga Premier Serie A - Apertura - Héroes de Zaci vs Jaguares is a premier sports event in Tuxtla Gutiérrez. 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: 74/100
Expected Attendance: 16,399 people
Event ID: BShzxkdHubT4DkUsQZ

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,560 across all properties

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