

Liga Premier Serie A - Apertura - Jaguares vs Inter Playa del Carmen

DATE: Friday, January 16, 2026
LOCATION: Playa del Carmen, Quintana Roo, MX

Event Description

Liga Premier Serie A - Apertura - Jaguares vs Inter Playa del Carmen is a premier sports event in Playa del Carmen. 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: 6,382 people

Event ID: AvhjBmmZjr5JzbSmpg

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: 2,553 across all properties

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