

Liga Premier Serie A - Apertura - Leones Negros II vs Colima

DATE: Saturday, January 31, 2026
LOCATION: Colima, Colima, MX

Event Description

Liga Premier Serie A - Apertura - Leones Negros II vs Colima is a premier sports event in Colima. 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: 69/100
Expected Attendance: 8,532 people
Event ID: 7XJHypLeQFLFV2kix

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,413 across all properties

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