

Liga Premier Serie A - Apertura - Mineros de Fresnillo vs Ensenada

DATE: Saturday, January 17, 2026
LOCATION: Ensenada, Baja California, MX

Event Description

Liga Premier Serie A - Apertura - Mineros de Fresnillo vs Ensenada is a premier sports event in Ensenada. 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: 68/100
Expected Attendance: 8,331 people
Event ID: 9RGvUXhbfFm8HuzPnq

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,332 across all properties

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