

Liga Premier Serie A - Apertura - Neza vs Celaya

DATE: Saturday, January 31, 2026
LOCATION: Celaya, Guanajuato, MX

Event Description

Liga Premier Serie A - Apertura - Neza vs Celaya is a premier sports event in Celaya. 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: 77/100

Expected Attendance: 22,371 people

Event ID: Djygioz7ijCaPrk64J

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,948 across all properties

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