

Liga Premier Serie A - Apertura - Neza vs Racing Veracruz

DATE: Saturday, January 17, 2026
LOCATION: Tuxtla Gutiérrez, Chiapas, MX

Event Description

Liga Premier Serie A - Apertura - Neza vs Racing Veracruz 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: 7qxsWnTdKJqV5rwtfX

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.