

# Liga Premier Serie A - Apertura - Pioneros de Cancún vs Héroes de Zaci

DATE: Friday, January 16, 2026  
LOCATION: Texcoco de Mora, Estado de México, MX

## Event Description

Liga Premier Serie A - Apertura - Pioneros de Cancún vs Héroes de Zaci is a premier sports event in Texcoco de Mora. 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:** 61/100

**Expected Attendance:** 3,497 people

**Event ID:** 5RP8TqrByPxNtu4Sj4

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,399 across all properties

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