Liga Premier Serie A - Apertura - Tecos vs Durango

DATE: Friday, January 16, 2026
LOCATION: Durango, Durango, MX

Event Description

Liga Premier Serie A - Apertura - Tecos vs Durango is a premier sports event in Durango. 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: 71/100
Expected Attendance: 11,007 people
Event ID: BPtdbxtGbGmYwTbEEY

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,403 across all properties

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