

Liga Premier Serie A - Apertura - UA Zacatecas vs Cimarrones de Sonora

DATE: Monday, September 1, 2025
LOCATION: Hermosillo, SON, MX

Event Description

Liga Premier Serie A - Apertura - UA Zacatecas vs Cimarrones de Sonora is a premier sports event in Hermosillo. 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: 70/100

Expected Attendance: 9,472 people

Event ID: iFs3PZYvhRN4nuUxq8

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: 15km from venue

Estimated Room Nights: 3,789 across all properties

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