

Liga Premier Serie A - Apertura - UA Zacatecas vs Los Cabos United

DATE: Saturday, January 10, 2026
LOCATION: Cabo San Lucas, Baja California Sur, MX

Event Description

Liga Premier Serie A - Apertura - UA Zacatecas vs Los Cabos United is a premier sports event in Cabo San Lucas. 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: 60/100

Expected Attendance: 3,000 people

Event ID: CqqWnjK3zSkQ6Bg8UV

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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