

# Liga Premier Serie A - Apertura - Zitacuaro vs Calor de San Juan

DATE: Sunday, February 1, 2026  
LOCATION: Reynosa, Tamaulipas, MX

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## Event Description

Liga Premier Serie A - Apertura - Zitacuaro vs Calor de San Juan is a premier sports event in Reynosa. 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:** 67/100

**Expected Attendance:** 7,054 people

**Event ID:** CpS8kMmqAGKWi9BDCt

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,822 across all properties

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

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