

# Liga Premier Serie A - Calor de San Juan vs Ciervos

DATE: Saturday, October 4, 2025  
LOCATION: Chalco de Díaz Covarrubias, Estado de México, MX

## Event Description

Liga Premier Serie A - Calor de San Juan vs Ciervos is a premier sports event in Chalco de Díaz Covarrubias. 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:** 63/100  
**Expected Attendance:** 4,722 people  
**Event ID:** A72e6X5Kbaq3U5s9nB

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,889 across all properties

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