

Liga Premier Serie B - Apertura - Racing Veracruz II vs Poza Rica

DATE: Friday, January 16, 2026
LOCATION: Xalapa-Enríquez, Veracruz, MX

Event Description

Liga Premier Serie B - Apertura - Racing Veracruz II vs Poza Rica is a premier sports event in Xalapa-Enríquez. 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: 3,184 people

Event ID: AVyEM5qbbL7b2Q4Xoh

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: 1,274 across all properties

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