

# Liga TDP - Group 10 - Estudiantes Querétaro vs Cajeteros Celaya

DATE: Sunday, November 23, 2025  
LOCATION: Celaya, Guanajuato, MX

## Event Description

Liga TDP - Group 10 - Estudiantes Querétaro vs Cajeteros Celaya is a premier sports event in Celaya. 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:** 74/100

**Expected Attendance:** 15,065 people

**Event ID:** 5VLJw7MUQz8zzzpMXD

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,026 across all properties

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