

# Liga TDP - Group 10 - Fundadores vs Lobos ULMX II

DATE: Sunday, November 30, 2025  
LOCATION: Celaya, Guanajuato, MX

## Event Description

Liga TDP - Group 10 - Fundadores vs Lobos ULMX II 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:** 59/100

**Expected Attendance:** 2,825 people

**Event ID:** 4VwpCnqa3HUUZhr6Ui

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,130 across all properties

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