

# Liga TDP - Group 17 - Deportivo Etchojoa vs Soles de Sonora

DATE: Friday, October 31, 2025  
LOCATION: Hermosillo, Sonora, MX

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## Event Description

Liga TDP - Group 17 - Deportivo Etchojoa vs Soles de Sonora is a premier sports event in Hermosillo. 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:** 64/100  
**Expected Attendance:** 4,780 people  
**Event ID:** 5oNQ6fvYTNFbnvkFHP

## 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:** 1,912 across all properties

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

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