

Liverpool Montevideo vs CA Cerro

DATE: Sunday, August 24, 2025
LOCATION: Montevideo, Montevideo Department, UY

Event Description

Liverpool Montevideo vs CA Cerro is a premier sports event in Montevideo. 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: 16,689 people

Event ID: 7hbdT8c6gQ3DaJwKBh

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: 6,676 across all properties

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