

NBA G-League - Rio Grande Valley Vipers vs Capitanes

DATE: Wednesday, January 14, 2026
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

NBA G-League - Rio Grande Valley Vipers vs Capitanes is a premier sports event in Ciudad de México. 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: 77/100
Expected Attendance: 22,300 people
Event ID: 6qH8iP8pYcLucqE4cg

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)
Occupancy Impact: +62 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 8,920 across all properties

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