

NBA G-League - Texas Legends vs Capitanes

DATE: Tuesday, January 6, 2026
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

NBA G-League - Texas Legends 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: DFXe8r6hAssJ4jZ3u4

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.