

# Primera A - Clausura - América de Cali vs Fortaleza CEIF

DATE: Saturday, September 13, 2025  
LOCATION: Bogotá, Cundinamarca, CO

## Event Description

Primera A - Clausura - América de Cali vs Fortaleza CEIF is a premier sports event in Bogotá. 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:** 69/100

**Expected Attendance:** 9,000 people

**Event ID:** 6HUsFJzaq2MRwSWSU6

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,600 across all properties

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