

# Primera A - Clausura - La Equidad vs Junior

DATE: Friday, September 12, 2025  
LOCATION: Atlántico, CO

## Event Description

Primera A - Clausura - La Equidad vs Junior is a premier sports event in the region. 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:** 4nZDDp6D34Hq9oryv4

## 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.*