

# Primera A - Clausura - Unión Magdalena vs Atlético Bucaramanga

DATE: Sunday, October 12, 2025  
LOCATION: Bucaramanga, Santander, CO

## Event Description

Primera A - Clausura - Unión Magdalena vs Atlético Bucaramanga is a premier sports event in Bucaramanga. 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:** 22,000 people  
**Event ID:** EJXjULixxF8kHfP9qf

## 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:** 8,800 across all properties

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