

# Primera B - Clausura - Atlético Huila vs Real Santander

DATE: Monday, October 27, 2025  
LOCATION: Piedecuesta, Santander, CO

## Event Description

Primera B - Clausura - Atlético Huila vs Real Santander is a premier sports event in Piedecuesta. 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:** 56/100  
**Expected Attendance:** 1,989 people  
**Event ID:** DfhPBhwvgBYd6sNzvz

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 796 across all properties

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