

Primera B - Clausura - Boca Juniors de Cali vs Atlético

DATE: Monday, October 13, 2025
LOCATION: San Fernando, Valle del Cauca, CO

Event Description

Primera B - Clausura - Boca Juniors de Cali vs Atlético is a premier sports event in San Fernando. 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: 72/100
Expected Attendance: 13,099 people
Event ID: B5od3oLAF8zLKSPzxD

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 5,240 across all properties

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