

Primera B - Clausura - Boca Juniors de Cali vs Cúcuta Deportivo

DATE: Sunday, August 17, 2025
LOCATION: Barrio Lleras Restrepo, CO

Event Description

Primera B - Clausura - Boca Juniors de Cali vs Cúcuta Deportivo 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: 8,882 people
Event ID: 3Pegxf4PwiYSpWZduB

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: 3,553 across all properties

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