

Primera B - Clausura - Internacional Palmira vs Atlético

DATE: Sunday, September 14, 2025
LOCATION: San Fernando, Valle del Cauca, CO

Event Description

Primera B - Clausura - Internacional Palmira 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: 73/100

Expected Attendance: 13,367 people

Event ID: E3oEGGvpeWGcsSW7Ce

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,347 across all properties

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