

# Primera B - Clausura - Leones vs Real Cartagena

DATE: Monday, August 18, 2025  
LOCATION: Cartagena, Bolívar, CO

## Event Description

Primera B - Clausura - Leones vs Real Cartagena is a premier sports event in Cartagena. 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:** 54/100

**Expected Attendance:** 1,570 people

**Event ID:** 48BnZoj4QsBeindgWd

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 628 across all properties

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