

# Primera B - Clausura - Real Santander vs Cúcuta Deportivo

DATE: Sunday, September 7, 2025  
LOCATION: Barrio Lleras Restrepo, CO

## Event Description

Primera B - Clausura - Real Santander 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:** 73/100

**Expected Attendance:** 14,344 people

**Event ID:** H4W2T2h9KBkc45U284

## 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:** 5,738 across all properties

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