

Primera B - Clausura - Real Santander vs Internacional Palmira

DATE: Monday, October 20, 2025
LOCATION: Palmira, Valle del Cauca, CO

Event Description

Primera B - Clausura - Real Santander vs Internacional Palmira is a premier sports event in Palmira. 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: 61/100

Expected Attendance: 3,481 people

Event ID: 6ZEZ2gPdxR7wi2X22z

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,392 across all properties

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