

# Primera B - Concepción vs Santiago Wanderers

DATE: Saturday, October 11, 2025  
LOCATION: Quillota, Región de Valparaíso, CL

## Event Description

Primera B - Concepción vs Santiago Wanderers is a premier sports event in Quillota. 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:** 55/100

**Expected Attendance:** 1,853 people

**Event ID:** BTi7S5RkDYiPQyVJgE

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 741 across all properties

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