

Primera B - Curicó Unido vs Deportes Santa Cruz

DATE: Sunday, August 24, 2025
LOCATION: Santa Cruz, VI Región, CL

Event Description

Primera B - Curicó Unido vs Deportes Santa Cruz is a premier sports event in Santa Cruz. 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: 49/100

Expected Attendance: 856 people

Event ID: H8q7wXH9CBX7cvVzPK

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 342 across all properties

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