

Primera B - Rangers vs Curicó Unido

DATE: Saturday, August 16, 2025

LOCATION: Molina, Maule, CL

Event Description

Primera B - Rangers vs Curicó Unido is a premier sports event in Molina. 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: 1,662 people

Event ID: ELMHGMvMkccLQX8gAS

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: 665 across all properties

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