Primera B - San Marcos vs Deportes Santa Cruz

DATE: Saturday, October 25, 2025
LOCATION: Santa Cruz, VI Región, CL

Event Description

Primera B - San Marcos 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: 50/100
Expected Attendance: 1,035 people
Event ID: 6HjMTCJ3KqbsprToAV

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 414 across all properties

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