

Primera B - San Marcos vs Universidad Concepción

DATE: Friday, August 15, 2025
LOCATION: Concepción, Región del Bío Bío, CL

Event Description

Primera B - San Marcos vs Universidad Concepción is a premier sports event in Concepción. 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: 53/100

Expected Attendance: 1,345 people

Event ID: J8BFz8WwsJkGN3eS2W

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 538 across all properties

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