

Primera B - Santiago Morning vs Magallanes

DATE: Saturday, October 11, 2025
LOCATION: San Bernardo, Región Metropolitana, CL

Event Description

Primera B - Santiago Morning vs Magallanes is a premier sports event in San Bernardo. 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: 48/100

Expected Attendance: 770 people

Event ID: A7x7zGsxXsURLjfX3Y

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 308 across all properties

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