# Primera B - Santiago Morning vs San Marcos

DATE: Friday, August 22, 2025
LOCATION: Arica, Región de Arica y Parinacota, CL

## Event Description

Primera B - Santiago Morning vs San Marcos is a premier sports event in Arica. 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:** 55/100
**Expected Attendance:** 1,767 people
**Event ID:** 38o2nor72D8UsqkjEW

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 707 across all properties

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