

Primera B - Santiago Wanderers vs Cobreloa

DATE: Sunday, October 26, 2025
LOCATION: Calama, Antofagasta Region, CL

Event Description

Primera B - Santiago Wanderers vs Cobreloa is a premier sports event in Calama. 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: 62/100

Expected Attendance: 4,135 people

Event ID: ABvf74wi7XGFccCbdc

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,654 across all properties

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