

Primera B - Universidad Concepción vs Concepción

DATE: Sunday, August 24, 2025
LOCATION: Concepción, Región del Bío Bío, CL

Event Description

Primera B - Universidad Concepción vs 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: 70/100
Expected Attendance: 10,235 people
Event ID: J4mQjT5RU3edSHcj3z

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,094 across all properties

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