

# Primera División - Apertura - Alajuelense vs Herediano

DATE: Thursday, October 16, 2025  
LOCATION: Santa Bárbara de Heredia, Heredia Province, CR

## Event Description

Primera División - Apertura - Alajuelense vs Herediano is a premier sports event in Santa Bárbara de Heredia. 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:** 60/100

**Expected Attendance:** 3,000 people

**Event ID:** 7MDiZy3VpGpxhiZF2j

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,200 across all properties

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