

# Primera División - Apertura - Cartaginés vs Alajuelense

DATE: Thursday, November 20, 2025  
LOCATION: Alajuela, Alajuela Province, CR

## Event Description

Primera División - Apertura - Cartaginés vs Alajuelense is a premier sports event in Alajuela. 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:** 10,158 people  
**Event ID:** Foer3uTmipoyKBobxu

## 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:** 4,063 across all properties

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