

Primera División - Apertura - Deportivo Saprissa vs Alajuelense

DATE: Sunday, October 19, 2025
LOCATION: Alajuela, Alajuela Province, CR

Event Description

Primera División - Apertura - Deportivo Saprissa 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: 68/100
Expected Attendance: 8,372 people
Event ID: Aei3gjuMC2N7Y85SKT

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 3,349 across all properties

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