

Primera División RFEF - Group 2 - Villarreal II vs Real Murcia

DATE: Friday, September 19, 2025
LOCATION: Churra, Región de Murcia, ES

Event Description

Primera División RFEF - Group 2 - Villarreal II vs Real Murcia is a premier sports event in Churra. 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: 73/100

Expected Attendance: 14,615 people

Event ID: 6DFcZXePhxVD92baMa

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,846 across all properties

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