

Primera Division - Apertura - Alianza vs FAS

DATE: Saturday, October 25, 2025
LOCATION: Santa Ana, Santa Ana Department, SV

Event Description

Primera Division - Apertura - Alianza vs FAS is a premier sports event in Santa Ana. 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: 69/100

Expected Attendance: 8,662 people

Event ID: BfVDUt94gSmVqscUBD

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,465 across all properties

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