Primera Division - Apertura - Alianza vs Municipal Limeño

DATE: Wednesday, November 5, 2025
LOCATION: Santa Rosa de Lima, La Unión Department, SV

Event Description

Primera Division - Apertura - Alianza vs Municipal Limeño is a premier sports event in Santa Rosa de Lima. 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: 57/100
Expected Attendance: 2,181 people
Event ID: AGYbJZsTznVxJCu5VJ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 872 across all properties

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