

Primera Division - Apertura - Firpo vs Hércules

DATE: Wednesday, November 5, 2025
LOCATION: San Salvador, San Salvador, SV

Event Description

Primera Division - Apertura - Firpo vs Hércules is a premier sports event in San Salvador. 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: 76/100

Expected Attendance: 19,713 people

Event ID: 6ixXxmH3KsgSV8MzMr

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,885 across all properties

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