

Primera Division - Apertura - Fuerte San Francisco vs FAS

DATE: Sunday, September 28, 2025
LOCATION: Santa Ana, Santa Ana Department, SV

Event Description

Primera Division - Apertura - Fuerte San Francisco 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: HcxKyKZNoxvKcnAaPA

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.
