

Primera Division - Apertura - Fuerte San Francisco vs Firpo

DATE: Saturday, August 16, 2025
LOCATION: Usulután, Usulután Department, SV

Event Description

Primera Division - Apertura - Fuerte San Francisco vs Firpo is a premier sports event in Usulután. 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: 62/100
Expected Attendance: 4,179 people
Event ID: 7823KdEe84wxZXYPsB

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,672 across all properties

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