

# Primera Division - Apertura - Águila vs Firpo

DATE: Saturday, September 13, 2025  
LOCATION: Usulután, Usulután Department, SV

## Event Description

Primera Division - Apertura - Águila 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:** DDAuJ5iwJZYNNvk2JE

## 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.*