

Primera Division - Apertura - Hércules vs Alianza

DATE: Saturday, October 18, 2025
LOCATION: San Salvador, San Salvador, SV

Event Description

Primera Division - Apertura - Hércules vs Alianza 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: 20,453 people

Event ID: E8xKBwAP6Uz7Tsmovw

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: 8,181 across all properties

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