

# Primera Division - Apertura - Sport Sébaco vs Real Madriz

DATE: Tuesday, October 21, 2025  
LOCATION: Somoto, Madriz, NI

## Event Description

Primera Division - Apertura - Sport Sébaco vs Real Madriz is a premier sports event in Somoto. 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:** 49/100

**Expected Attendance:** 851 people

**Event ID:** Agvqsiu9aGv9sUmYfZ

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 340 across all properties

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