

Primera Division - Apertura - Zacatecoluca vs Hércules

DATE: Sunday, October 12, 2025
LOCATION: Santa Tecla, La Libertad Department, SV

Event Description

Primera Division - Apertura - Zacatecoluca vs Hércules is a premier sports event in Santa Tecla. 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: 58/100
Expected Attendance: 2,404 people
Event ID: H5Dhquco8HfYdpJvuN

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 962 across all properties

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