

Pumas CU UNAM v. BORREGOS ITESM GDL

DATE: Friday, September 26, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Pumas CU UNAM v. BORREGOS ITESM GDL is a premier sports event in Ciudad de México. 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: 70/100
Expected Attendance: 10,378 people
Event ID: BmMUfrQ74UNBAybdqG

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,151 across all properties

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