

Pumas CU v. Aztecas UDLAP

DATE: Friday, September 5, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Pumas CU v. Aztecas UDLAP 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: AyvkFrBuB6X8D4uotM

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.