

# Racing Santander vs Sporting Gijon

DATE: Sunday, October 12, 2025  
LOCATION: Gijón, Principado de Asturias, ES

## Event Description

Racing Santander vs Sporting Gijon is a premier sports event in Gijón. 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:** 78/100

**Expected Attendance:** 23,906 people

**Event ID:** 5PZCDcW8rxTWkYmTCt

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x 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:** 9,562 across all properties

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