

# Reserve League - Apertura - Alianza U20 vs Luis Ángel Firpo U20

DATE: Saturday, September 27, 2025  
LOCATION: Usulután, Usulután Department, SV

## Event Description

Reserve League - Apertura - Alianza U20 vs Luis Ángel Firpo U20 is a premier sports event in Usulután. 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:** 59/100  
**Expected Attendance:** 2,930 people  
**Event ID:** D6Vn7WQtJ4uhS8pCyY

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,172 across all properties

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