

Rugby Union Internationals - Friendlies 1 - Samoa vs Chile

DATE: Saturday, September 27, 2025
LOCATION: Viña del Mar, Valparaiso Region, CL

Event Description

Rugby Union Internationals - Friendlies 1 - Samoa vs Chile is a premier sports event in Viña del Mar. 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: 75/100

Expected Attendance: 17,635 people

Event ID: DBA5DQb5vBjfL9Wetf

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,054 across all properties

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