

# Segunda División - Granada vs Sporting de Gijón

DATE: Saturday, December 13, 2025  
LOCATION: Gijón, Principado de Asturias, ES

## Event Description

Segunda División - Granada vs Sporting de Gijón 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:** 76/100  
**Expected Attendance:** 19,470 people  
**Event ID:** HcF2cniaXQYBXW82qm

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x 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:** 7,788 across all properties

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