

# Sporting Gijon vs AD Ceuta

DATE: Saturday, August 23, 2025

LOCATION: Ceuta, Ceuta, ES

## Event Description

Sporting Gijon vs AD Ceuta is a premier sports event in Ceuta. 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:** 63/100

**Expected Attendance:** 4,473 people

**Event ID:** 4pPudPNU87rgtzfE6P

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,789 across all properties

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