

# Tercera División RFEF - Group 16 - Berceo vs La Calzada

DATE: Sunday, September 21, 2025  
LOCATION: Santo Domingo de la Calzada, La Rioja, ES

## Event Description

Tercera División RFEF - Group 16 - Berceo vs La Calzada is a premier sports event in Santo Domingo de la Calzada. 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:** 49/100

**Expected Attendance:** 874 people

**Event ID:** GvBBYituAtyEuz9HbP

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 350 across all properties

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