

# Tercera División RFEF - Group 8 - UD Santa Marta vs Guijuelo

DATE: Saturday, September 20, 2025  
LOCATION: Guijuelo, Castilla y León, ES

## Event Description

Tercera División RFEF - Group 8 - UD Santa Marta vs Guijuelo is a premier sports event in Guijuelo. 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:** 928 people

**Event ID:** AsyW5s3KVY6ywPbnai

## 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:** 371 across all properties

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