

UCAM Murcia vs CB 1939 Canarias

DATE: Saturday, October 18, 2025
LOCATION: San Cristóbal de La Laguna, Canarias, ES

Event Description

UCAM Murcia vs CB 1939 Canarias is a premier sports event in San Cristóbal de La Laguna. 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: 64/100

Expected Attendance: 4,897 people

Event ID: EPX7hQdA9czLh4eW6q

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: 1,959 across all properties

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