

Union Magdalena vs AD Cali

DATE: Wednesday, August 13, 2025
LOCATION: Palmaseca, Valle del Cauca, CO

Event Description

Union Magdalena vs AD Cali is a premier sports event in Palmaseca. 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: 74/100

Expected Attendance: 15,000 people

Event ID: 7LABgL2ryS6yrKsTVd

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,000 across all properties

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