

Universidad de Chile vs Colo-Colo

DATE: Sunday, September 14, 2025
LOCATION: La Serena, Región de Coquimbo, CL

Event Description

Universidad de Chile vs Colo-Colo is a premier sports event in La Serena. 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: 65/100

Expected Attendance: 5,874 people

Event ID: 7rQjXGTx5yMxCMxcQ8

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,350 across all properties

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