

EducationUSA Guatemala General Fair 2025 | Ciudad de Guatemala

DATE: Saturday, October 4, 2025
LOCATION: Ciudad de Guatemala, Guatemala, GT

Event Description

EducationUSA Guatemala General Fair 2025 | Ciudad de Guatemala is a premier festivals event in Ciudad de Guatemala. 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: festivals

Importance Rank: 36/100

Expected Attendance: 203 people

Event ID: 46tByejMLzE2UkMtVK

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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