

# Liga Nacional - Apertura - Antigua vs Marquense

DATE: Wednesday, October 15, 2025  
LOCATION: San Marcos, San Marcos, GT

## Event Description

Liga Nacional - Apertura - Antigua vs Marquense is a premier sports event in San Marcos. 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:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** Ago2RS7eqQ9fYuu5Du

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 800 across all properties

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