

Liga Nacional - Apertura - Cobán Imperial vs Aurora

DATE: Sunday, August 24, 2025
LOCATION: Amatitlán, Guatemala Department, GT

Event Description

Liga Nacional - Apertura - Cobán Imperial vs Aurora is a premier sports event in Amatitlán. 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: 60/100

Expected Attendance: 3,200 people

Event ID: 5mhmDNE9TBXNXwXzjh

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,280 across all properties

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