

# Liga Nacional - Apertura - Guastatoya vs Cobán Imperial

DATE: Saturday, October 4, 2025  
LOCATION: Cobán, Alta Verapaz, GT

## Event Description

Liga Nacional - Apertura - Guastatoya vs Cobán Imperial is a premier sports event in Cobán. 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:** 62/100

**Expected Attendance:** 3,900 people

**Event ID:** 8WG5STJemgPK25W73r

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,560 across all properties

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