

# Liga Nacional - Apertura - Malacateco vs Antigua

DATE: Sunday, November 30, 2025  
LOCATION: Antigua Guatemala, Sacatepéquez Department, GT

## Event Description

Liga Nacional - Apertura - Malacateco vs Antigua is a premier sports event in Antigua 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:** sports  
**Importance Rank:** 61/100  
**Expected Attendance:** 3,565 people  
**Event ID:** FZ2yDjwLxuszDD4GYk

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,426 across all properties

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