

# Liga Nacional - Apertura - Malacateco vs Comunicaciones

DATE: Tuesday, September 16, 2025  
LOCATION: Guatemala City, Guatemala Department, GT

## Event Description

Liga Nacional - Apertura - Malacateco vs Comunicaciones is a premier sports event in Guatemala City. 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:** 47/100

**Expected Attendance:** 700 people

**Event ID:** GTsxb4Mk9RESmjzYa8

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 280 across all properties

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