

Liga Nacional - Apertura - Mixco vs Marquense

DATE: Saturday, November 15, 2025
LOCATION: San Marcos, San Marcos, GT

Event Description

Liga Nacional - Apertura - Mixco 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: 61/100

Expected Attendance: 3,755 people

Event ID: 3T8LnHGSLm6vyxt92M

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: 1,502 across all properties

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