

# Liga Nacional - Apertura - Municipal vs Malacateco

DATE: Saturday, August 16, 2025  
LOCATION: Coatepeque, Quetzaltenango Department, GT

## Event Description

Liga Nacional - Apertura - Municipal vs Malacateco is a premier sports event in Coatepeque. 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:** 72/100

**Expected Attendance:** 12,000 people

**Event ID:** 6BqAR5Z6JGo6UegyMk

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,800 across all properties

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