

Liga Nacional - Apertura - Municipal vs Mictlán

DATE: Sunday, August 31, 2025
LOCATION: Asunción Mita, Jutiapa, GT

Event Description

Liga Nacional - Apertura - Municipal vs Mictlán is a premier sports event in Asunción Mita. 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: 69/100

Expected Attendance: 9,440 people

Event ID: Bm4ZVLJTR5w5pGqAmD

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,776 across all properties

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