

# Liga Nacional - Apertura - Xelajú vs Mictlán

DATE: Saturday, October 11, 2025  
LOCATION: Asunción Mita, Jutiapa, GT

## Event Description

Liga Nacional - Apertura - Xelajú 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:** 65/100

**Expected Attendance:** 5,472 people

**Event ID:** HjXcmRMhBpF9zXSk5i

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,189 across all properties

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