

Primera Division - Apertura - AFF Guatemala vs Iztapa

DATE: Sunday, August 24, 2025
LOCATION: Malacatán, San Marcos, GT

Event Description

Primera Division - Apertura - AFF Guatemala vs Iztapa is a premier sports event in Malacatán. 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: 5,844 people

Event ID: FDFKZan5QBVxNzECsi

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: 2,338 across all properties

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