

Primera Division - Apertura - AFF Guatemala vs Nueva Santa Rosa

DATE: Wednesday, October 1, 2025
LOCATION: Barberena, Santa Rosa Department, GT

Event Description

Primera Division - Apertura - AFF Guatemala vs Nueva Santa Rosa is a premier sports event in Barberena. 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: 53/100

Expected Attendance: 1,425 people

Event ID: E2ziMpCUPhpa07nZfu

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 570 across all properties

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