

Primera Division - Apertura - AFF Guatemala vs San Benito

DATE: Wednesday, September 10, 2025
LOCATION: San Benito, Petén, GT

Event Description

Primera Division - Apertura - AFF Guatemala vs San Benito is a premier sports event in San Benito. 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: 50/100

Expected Attendance: 971 people

Event ID: 8wxc5WvpFHgQf52o9

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 388 across all properties

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