

# Primera Division - Apertura - Aguacatán vs Huehuetecos

DATE: Wednesday, October 15, 2025  
LOCATION: Huehuetenango, Huehuetenango Department, GT

## Event Description

Primera Division - Apertura - Aguacatán vs Huehuetecos is a premier sports event in Huehuetenango. 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:** 63/100  
**Expected Attendance:** 4,397 people  
**Event ID:** 9rC9jzCxKNUCC6UC73

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,759 across all properties

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