

Primera Division - Apertura - Carchá vs Iztapa

DATE: Wednesday, August 20, 2025
LOCATION: Puerto Iztapa, GT

Event Description

Primera Division - Apertura - Carchá vs Iztapa is a premier sports event in Puerto Iztapa. 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: 61/100

Expected Attendance: 3,638 people

Event ID: CRzZu754XQh9wtuSkt

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,455 across all properties

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