

Primera Division - Apertura - Carchá vs Sacachispas

DATE: Saturday, August 30, 2025
LOCATION: Chiquimula, Chiquimula Department, GT

Event Description

Primera Division - Apertura - Carchá vs Sacachispas is a premier sports event in Chiquimula. 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: 64/100

Expected Attendance: 5,250 people

Event ID: 4T5KD8RbwamVvBvgwG

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: 2,100 across all properties

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