

Primera Division - Apertura - Chimaltenango vs Carchá

DATE: Sunday, August 17, 2025

LOCATION: San Pedro Carchá, Alta Verapaz Department, GT

Event Description

Primera Division - Apertura - Chimaltenango vs Carchá is a premier sports event in San Pedro Carchá. 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: 59/100

Expected Attendance: 2,728 people

Event ID: DvUyjpQHYcjtMHkME2

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,091 across all properties

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