

# Primera Division - Apertura - Chiquimulilla vs Nueva Santa Rosa

DATE: Saturday, October 4, 2025  
LOCATION: Barberena, Santa Rosa Department, GT

## Event Description

Primera Division - Apertura - Chiquimulilla vs Nueva Santa Rosa is a premier sports event in Barberena. 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:** 58/100  
**Expected Attendance:** 2,404 people  
**Event ID:** AMbWffNBCGcc7DAjmk

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 962 across all properties

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