

Primera Division - Apertura - Gomerano vs Chichicasteco

DATE: Sunday, August 24, 2025
LOCATION: Chichicastenango, Quiché Department, GT

Event Description

Primera Division - Apertura - Gomerano vs Chichicasteco is a premier sports event in Chichicastenango. 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: 56/100

Expected Attendance: 2,000 people

Event ID: F9vmd6o7vsUSkxHr7o

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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