

Primera Division - Apertura - Gomerano vs Coatepeque FC

DATE: Wednesday, September 10, 2025
LOCATION: Coatepeque, Quetzaltenango Department, GT

Event Description

Primera Division - Apertura - Gomerano vs Coatepeque FC is a premier sports event in Coatepeque. 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: 70/100

Expected Attendance: 9,908 people

Event ID: Eivc837woeCkcyddht

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,963 across all properties

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