

Primera Division - Apertura - Huehuetecos vs Gomerano

DATE: Wednesday, August 20, 2025
LOCATION: La Gomera, Escuintla Department, GT

Event Description

Primera Division - Apertura - Huehuetecos vs Gomerano is a premier sports event in La Gomera. 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: 2,507 people

Event ID: oVmtrhzKqAZhAFSkUh

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: 1,003 across all properties

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