

# Primera Division - Apertura - Isidro Metapán vs Municipal Limeño

DATE: Thursday, August 28, 2025  
LOCATION: Santa Rosa de Lima, La Unión Department, SV

## Event Description

Primera Division - Apertura - Isidro Metapán vs Municipal Limeño is a premier sports event in Santa Rosa de Lima. 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:** 1,968 people

**Event ID:** AGVm3rKs8TL56ja5nr

## 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:** 787 across all properties

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