

# Primera Division - Apertura - Iztapa vs AFF Guatemala

DATE: Saturday, October 11, 2025  
LOCATION: Villa Nueva, Guatemala, GT

## Event Description

Primera Division - Apertura - Iztapa vs AFF Guatemala is a premier sports event in Villa Nueva. 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:** 66/100

**Expected Attendance:** 6,224 people

**Event ID:** 9hVXsX8gAMAPWTpr8V

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,490 across all properties

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