

Primera Division - Apertura - Iztapa vs Nueva Santa Rosa

DATE: Saturday, October 18, 2025
LOCATION: Barberena, Santa Rosa Department, GT

Event Description

Primera Division - Apertura - Iztapa vs Nueva Santa Rosa is a premier sports event in Barberena. 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: 2,404 people

Event ID: F93ZQrXPjtmsB4pAgo

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: 962 across all properties

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