

Primera Division - Apertura - Municipal Jalapa vs Rancho Santana

DATE: Sunday, August 31, 2025
LOCATION: Managua, Departamento de Managua, NI

Event Description

Primera Division - Apertura - Municipal Jalapa vs Rancho Santana is a premier sports event in Managua. 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: 67/100
Expected Attendance: 7,083 people
Event ID: CakZpu7MhqLyngyvCP

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 2,833 across all properties

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