

Primera Division - Apertura - Nueva Concepción vs Coatepeque FC

DATE: Sunday, August 31, 2025
LOCATION: Coatepeque, Quetzaltenango Department, GT

Event Description

Primera Division - Apertura - Nueva Concepción vs Coatepeque FC is a premier sports event in Coatepeque. 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: 72/100

Expected Attendance: 12,781 people

Event ID: 4kS5bNVcVqMiq2BAU7

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,112 across all properties

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