

# Primera Division - Apertura - Nueva Santa Rosa vs Carchá

DATE: Sunday, September 28, 2025  
LOCATION: San Pedro Carchá, Alta Verapaz Department, GT

## Event Description

Primera Division - Apertura - Nueva Santa Rosa vs Carchá is a premier sports event in San Pedro Carchá. 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:** 59/100

**Expected Attendance:** 2,728 people

**Event ID:** DBPN7n5hFBCjwQezLJ

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,091 across all properties

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