

Primera Division - Apertura - Nueva Santa Rosa vs Chiquimulilla

DATE: Wednesday, August 20, 2025
LOCATION: Chiquimulilla, Santa Rosa, GT

Event Description

Primera Division - Apertura - Nueva Santa Rosa vs Chiquimulilla is a premier sports event in Chiquimulilla. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 3R3u8T4Wbm2uPijX6L

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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