

Primera Division - Apertura - Nueva Santa Rosa vs Iztapa

DATE: Sunday, September 7, 2025
LOCATION: Puerto Iztapa, GT

Event Description

Primera Division - Apertura - Nueva Santa Rosa vs Iztapa is a premier sports event in Puerto Iztapa. 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: 62/100

Expected Attendance: 3,884 people

Event ID: GNQHDrUrSR5pM4ubew

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,554 across all properties

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