

# Primera Division - Apertura - Nueva Santa Rosa vs Santa Lucía

DATE: Sunday, October 26, 2025  
LOCATION: Santa Lucía Cotzumalguapa, Escuintla, GT

## Event Description

Primera Division - Apertura - Nueva Santa Rosa vs Santa Lucía is a premier sports event in Santa Lucía Cotzumalguapa. 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:** 65/100

**Expected Attendance:** 5,778 people

**Event ID:** EQ2meBGfSuJ53iJcdk

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,311 across all properties

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