

# Primera Division - Apertura - Quarter-finals - Nueva Santa Rosa vs Sacachispas

DATE: Thursday, November 6, 2025  
LOCATION: Chiquimula, Chiquimula Department, GT

## Event Description

Primera Division - Apertura - Quarter-finals - Nueva Santa Rosa vs Sacachispas is a premier sports event in Chiquimula. 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:** 68/100

**Expected Attendance:** 8,374 people

**Event ID:** t4trBeM58F2XSuk2HE

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,350 across all properties

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