

# Primera Division - Apertura - Quiché vs Suchitepéquez

DATE: Wednesday, October 15, 2025  
LOCATION: Mazatenango, Suchitepéquez, GT

## Event Description

Primera Division - Apertura - Quiché vs Suchitepéquez is a premier sports event in Mazatenango. 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:** 66/100

**Expected Attendance:** 6,198 people

**Event ID:** CysXdjyepykSHJ4hhH

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,479 across all properties

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