

# Primera Division - Apertura - San Pedro vs Coatepeque FC

DATE: Sunday, October 5, 2025  
LOCATION: Coatepeque, Quetzaltenango Department, GT

## Event Description

Primera Division - Apertura - San Pedro vs Coatepeque FC is a premier sports event in Coatepeque. 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:** 72/100  
**Expected Attendance:** 12,781 people  
**Event ID:** 5dXvcW76rARzDYiHr

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 5,112 across all properties

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