

Primera Division - Apertura - Santa Lucía vs AFF Guatemala

DATE: Wednesday, October 15, 2025
LOCATION: Villa Nueva, Guatemala, GT

Event Description

Primera Division - Apertura - Santa Lucía vs AFF Guatemala is a premier sports event in Villa Nueva. 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: 64/100

Expected Attendance: 5,069 people

Event ID: FtrKDqqoentin9wqHP

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,028 across all properties

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