

Primera Division - Apertura - Santa Lucía vs Carchá

DATE: Sunday, August 24, 2025
LOCATION: Villa Nueva, Guatemala, GT

Event Description

Primera Division - Apertura - Santa Lucía vs Carchá 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: 62/100

Expected Attendance: 3,856 people

Event ID: 77PAxL6ntt3h8867as

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,542 across all properties

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