

Primera Division - Apertura - Santa Lucía vs Nueva Santa Rosa

DATE: Wednesday, September 10, 2025
LOCATION: Barberena, Santa Rosa Department, GT

Event Description

Primera Division - Apertura - Santa Lucía vs Nueva Santa Rosa is a premier sports event in Barberena. 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: 53/100
Expected Attendance: 1,425 people
Event ID: BpbAXs7EhQp7k4kj6E

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 570 across all properties

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