

Primera Division - Apertura - Santa Lucía vs Sacachispas

DATE: Friday, August 15, 2025
LOCATION: Chiquimula, Chiquimula Department, GT

Event Description

Primera Division - Apertura - Santa Lucía vs Sacachispas is a premier sports event in Chiquimula. 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: 63/100

Expected Attendance: 4,630 people

Event ID: HpW2V3Kv5WU2yNAZwY

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: 1,852 across all properties

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