

Primera Division - Apertura - Zacatecoluca vs Águila

DATE: Saturday, August 23, 2025
LOCATION: San Salvador, San Salvador, SV

Event Description

Primera Division - Apertura - Zacatecoluca vs Águila is a premier sports event in San Salvador. 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: 76/100
Expected Attendance: 20,103 people
Event ID: AuA9Gt4bfRjH8EkpZm

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)
Occupancy Impact: +62 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 8,041 across all properties

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