

# Benito Cerati, Este Verano No Fui a la Playa, Bosque Distópico, and Tomates en Verano

DATE: Friday, November 7, 2025

LOCATION: Mar del Plata, AR

## Event Description

Benito Cerati, Este Verano No Fui a la Playa, Bosque Distópico, and Tomates en Verano is a premier concerts event in Mar del Plata. 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:** concerts

**Importance Rank:** 30/100

**Expected Attendance:** 105 people

**Event ID:** 7VLczvQMMohzzTFJsg

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 42 across all properties

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

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<https://becircadian.com/events/benito-cerati-este-verano-no-fui-a-la-playa-bosque-distipico-and-tomates-en-verano>

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