

# CONMEBOL Libertadores - 8th Finals - Cerro Porteño vs Estudiantes

DATE: Wednesday, August 20, 2025  
LOCATION: La Plata, Provincia de Buenos Aires, AR

## Event Description

CONMEBOL Libertadores - 8th Finals - Cerro Porteño vs Estudiantes is a premier sports event in La 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:** sports

**Importance Rank:** 77/100

**Expected Attendance:** 21,439 people

**Event ID:** D4zuwB9wQquEKjf3x7

## 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:** 8,576 across all properties

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