

# DE TÓXICOS A DESEABLES | Congreso de Matrimonios de Influenza

DATE: Saturday, October 4, 2025  
LOCATION: Luis Guillón, Buenos Aires, AR

## Event Description

DE TÓXICOS A DESEABLES | Congreso de Matrimonios de Influenza is a premier conferences event in Luis Guillón. 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:** conferences

**Importance Rank:** 45/100

**Expected Attendance:** 564 people

**Event ID:** 5bUFwQyftiGt6fyh8F

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 226 across all properties

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