

El Camino del Loco (Congreso de Tarot)

DATE: Monday, December 8, 2025

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

Event Description

El Camino del Loco (Congreso de Tarot) is a premier conferences event in Buenos Aires. 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: 43/100

Expected Attendance: 461 people

Event ID: 9uVZZQfKMSarADwzVr

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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