

# Festival Holy Spirits - 4ta edición

DATE: Thursday, January 15, 2026  
LOCATION: Mar del Plata, Provincia de Buenos Aires, AR

## Event Description

Festival Holy Spirits - 4ta edición is a premier festivals 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:** festivals

**Importance Rank:** 43/100

**Expected Attendance:** 430 people

**Event ID:** DgN4wqZxEKCwreMcy

## 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:** 172 across all properties

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