

IsaMovies - Secundaria

DATE: Saturday, October 4, 2025

LOCATION: Mar del Plata, Provincia de Buenos Aires, AR

Event Description

IsaMovies - Secundaria 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: 31/100

Expected Attendance: 112 people

Event ID: CbHmaExVS8Z8RYCEbL

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: 45 across all properties

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