

La Beriso

DATE: Friday, November 14, 2025
LOCATION: Buenos Aires, Buenos Aires Province, AR

Event Description

La Beriso is a premier concerts 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: concerts

Importance Rank: 59/100

Expected Attendance: 2,887 people

Event ID: FDYpeSGeKak2MqcsFX

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,155 across all properties

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