

# La Liga Desarrollo - Atenas U22 vs Argentino U22

DATE: Wednesday, October 8, 2025  
LOCATION: Junín, Provincia de Buenos Aires, AR

## Event Description

La Liga Desarrollo - Atenas U22 vs Argentino U22 is a premier sports event in Junín, Provincia de 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:** sports

**Importance Rank:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** EGeNAv8HB2nkJWt8g5

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 480 across all properties

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