

La Liga Desarrollo - Instituto U22 vs Peñarol U22

DATE: Sunday, October 12, 2025
LOCATION: Mar del Plata, Buenos Aires, AR

Event Description

La Liga Desarrollo - Instituto U22 vs Peñarol U22 is a premier sports 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: sports

Importance Rank: 64/100

Expected Attendance: 5,072 people

Event ID: CAWQesGsCJUUccrmyx

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,029 across all properties

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