

La Liga Desarrollo - La Unión U22 vs San Lorenzo U22

DATE: Friday, January 23, 2026
LOCATION: Buenos Aires, Buenos Aires, AR

Event Description

La Liga Desarrollo - La Unión U22 vs San Lorenzo U22 is a premier sports 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: sports

Importance Rank: 53/100

Expected Attendance: 1,410 people

Event ID: 6kdSk7Qs2riiqo26KS

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 564 across all properties

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