

# La Liga Desarrollo - Oberá U22 vs San Martín U22

DATE: Wednesday, January 7, 2026  
LOCATION: Corrientes, AR

## Event Description

La Liga Desarrollo - Oberá U22 vs San Martín U22 is a premier sports event in Corrientes. 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:** 50/100

**Expected Attendance:** 1,013 people

**Event ID:** H7CfkQbusxMswmZq6q

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 405 across all properties

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