

La Liga Desarrollo - Obras Sanitarias U22 vs Peñarol U22

DATE: Thursday, January 22, 2026
LOCATION: Mar del Plata, Buenos Aires, AR

Event Description

La Liga Desarrollo - Obras Sanitarias 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: 63/100
Expected Attendance: 4,519 people
Event ID: 9puoxbXszib64isq2c

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: 1,808 across all properties

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