

# La Liga Desarrollo - Peñarol U22 vs Quimsa U22

DATE: Sunday, February 1, 2026  
LOCATION: Santiago del Estero, Santiago del Estero, AR

## Event Description

La Liga Desarrollo - Peñarol U22 vs Quimsa U22 is a premier sports event in Santiago del Estero. 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:** 54/100

**Expected Attendance:** 1,650 people

**Event ID:** 9efQQ9qa8xQdMb67Qd

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 660 across all properties

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