

LA SONERA

DATE: Saturday, September 6, 2025
LOCATION: Ramos Mejía, Provincia de Buenos Aires, AR

Event Description

LA SONERA is a premier concerts event in Ramos Mejía. 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: concerts

Importance Rank: 31/100

Expected Attendance: 111 people

Event ID: 4FuMMzT6ja7gmav5XY

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 44 across all properties

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