

# Liga Argentina - Conferencia Norte - Amancay La Rioja vs Fusion Riojana

DATE: Sunday, January 25, 2026  
LOCATION: La Rioja, La Rioja, AR

## Event Description

Liga Argentina - Conferencia Norte - Amancay La Rioja vs Fusion Riojana is a premier sports event in La Rioja. 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:** 49/100

**Expected Attendance:** 904 people

**Event ID:** AvibiGhMS7ttJBSKzz

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 362 across all properties

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