

Liga Argentina - Conferencia Norte - Barrio Parque vs Huracán Las Heras

DATE: Wednesday, January 21, 2026
LOCATION: Las Heras, Mendoza, AR

Event Description

Liga Argentina - Conferencia Norte - Barrio Parque vs Huracán Las Heras is a premier sports event in Las Heras. 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: 45/100

Expected Attendance: 562 people

Event ID: EHiaYnHmsg3RPBnaau

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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