

Liga Argentina - Conferencia Norte - Comunicaciones vs Estudiantes de Tucumán

DATE: Wednesday, January 21, 2026
LOCATION: San Miguel de Tucumán, Tucumán, AR

Event Description

Liga Argentina - Conferencia Norte - Comunicaciones vs Estudiantes de Tucumán is a premier sports event in San Miguel de Tucumán. 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: CTqB9Qpd36HaRzTc8Z

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.