

# Liga Argentina - Conferencia Norte - Comunicaciones vs Salta

DATE: Monday, January 19, 2026  
LOCATION: Salta, Salta, AR

## Event Description

Liga Argentina - Conferencia Norte - Comunicaciones vs Salta is a premier sports event in Salta. 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:** 57/100

**Expected Attendance:** 2,153 people

**Event ID:** BvTTJ2aKRhH2yAMw8b

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 861 across all properties

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