

# Liga Argentina - Conferencia Norte - Estudiantes de Tucumán vs Independiente Santiago

DATE: Wednesday, January 7, 2026  
LOCATION: Santiago del Estero, Santiago del Estero, AR

## Event Description

Liga Argentina - Conferencia Norte - Estudiantes de Tucumán vs Independiente Santiago is a premier sports event in Santiago del Estero. 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:** wugSGKBuXhSMHixopR

## 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.*