

Liga Argentina - Conferencia Norte - Estudiantes de Tucumán vs Salta

DATE: Wednesday, January 14, 2026
LOCATION: Salta, Salta, AR

Event Description

Liga Argentina - Conferencia Norte - Estudiantes de Tucumán 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: 3usv3Gigta6A6tTFkg

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.