

Liga Argentina - Conferencia Norte - Huracán Las Heras vs Fusion Riojana

DATE: Tuesday, January 6, 2026
LOCATION: La Rioja, La Rioja, AR

Event Description

Liga Argentina - Conferencia Norte - Huracán Las Heras vs Fusion Riojana is a premier sports event in La Rioja. 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: 8BSkuH83D3MHfvp7yf

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.