

# Liga Argentina - Conferencia Norte - Santa Paula vs Fusion Riojana

DATE: Thursday, November 20, 2025  
LOCATION: La Rioja, La Rioja, AR

## Event Description

Liga Argentina - Conferencia Norte - Santa Paula 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:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** Thq7Wqftgiwa7FcJzM

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 480 across all properties

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