

# Liga Argentina - Conferencia Norte - Suardi vs Fusion Riojana

DATE: Friday, January 16, 2026  
LOCATION: La Rioja, La Rioja, AR

## Event Description

Liga Argentina - Conferencia Norte - Suardi 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:** 50/100

**Expected Attendance:** 1,027 people

**Event ID:** 6MEYGziefFwDXrHiM

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 411 across all properties

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