

# Liga Argentina - Conferencia Sur - Lanús vs Unión de Mar del Plata

DATE: Sunday, December 21, 2025  
LOCATION: Mar del Plata, Buenos Aires, AR

## Event Description

Liga Argentina - Conferencia Sur - Lanús vs Unión de Mar del Plata is a premier sports event in Mar del Plata. 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:** 2,358 people

**Event ID:** BpSXTriv2GHSdR64X4

## 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:** 943 across all properties

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