

Liga Argentina - Conferencia Sur - Pico vs Deportivo Norte

DATE: Thursday, January 22, 2026
LOCATION: Santa Fe, AR

Event Description

Liga Argentina - Conferencia Sur - Pico vs Deportivo Norte is a premier sports event in Santa Fe. 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: 969 people

Event ID: HAMgcJB7d3Ss44GfMV

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: 388 across all properties

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