

Liga Argentina - Conferencia Sur - Tomás de Rocamora vs Provincial de Rosario

DATE: Friday, January 16, 2026
LOCATION: Rosario, Santa Fe, AR

Event Description

Liga Argentina - Conferencia Sur - Tomás de Rocamora vs Provincial de Rosario is a premier sports event in Rosario. 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: 45/100

Expected Attendance: 562 people

Event ID: 8DUamfTvj3uji76Wpb

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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