

Liga Argentina - Conferencia Sur - Unión de Mar del Plata vs El Talar

DATE: Monday, January 26, 2026

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

Event Description

Liga Argentina - Conferencia Sur - Unión de Mar del Plata vs El Talar is a premier sports event in Buenos Aires. 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: 4Jgp3vpyfKeQdyVeAU

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.

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/liga-argentina-conferencia-sur-unin-de-mar-del-plata-vs-el-talar>

Document generated on 6/4/2026, 1:18:43 PM