

# Liga Argentina - Conferencia Sur - Villa Mitre vs Tomás de Rocamora

DATE: Sunday, January 11, 2026  
LOCATION: Concepción del Uruguay, Entre Ríos, AR

## Event Description

Liga Argentina - Conferencia Sur - Villa Mitre vs Tomás de Rocamora is a premier sports event in Concepción del Uruguay. 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:** 4FHynBW748bCVzfkF9

## 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.*