

# Liga Nacional - Gimnasia y Esgrima vs Peñarol

DATE: Tuesday, January 20, 2026  
LOCATION: Mar del Plata, Buenos Aires, AR

## Event Description

Liga Nacional - Gimnasia y Esgrima vs Peñarol 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:** 65/100

**Expected Attendance:** 5,501 people

**Event ID:** vP6TBYVTAYFDZdUBaK

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,200 across all properties

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