

# Liga Nacional - Quimsa vs Platense

DATE: Sunday, January 25, 2026

LOCATION: Santiago del Estero, Santiago del Estero, AR

## Event Description

Liga Nacional - Quimsa vs Platense is a premier sports event in Santiago del Estero. 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:** 60/100

**Expected Attendance:** 3,154 people

**Event ID:** PQpJjUcGHaCvbpRLft

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,262 across all properties

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