

Liga Nacional - San Martín Corrientes vs Quimsa

DATE: Monday, January 19, 2026
LOCATION: Santiago del Estero, Santiago del Estero, AR

Event Description

Liga Nacional - San Martín Corrientes vs Quimsa 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: 61/100

Expected Attendance: 3,590 people

Event ID: bKQdoDgyeMaM73v68g

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,436 across all properties

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