

Liga Nacional - Unión Santa Fe vs Obras Sanitarias

DATE: Monday, January 5, 2026
LOCATION: Buenos Aires, Buenos Aires Province, AR

Event Description

Liga Nacional - Unión Santa Fe vs Obras Sanitarias 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: 59/100

Expected Attendance: 2,844 people

Event ID: 6DCo2m9gCckh95zbEg

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,138 across all properties

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