

# Liga Profesional Argentina - 2nd Phase - Belgrano vs Defensa y Justicia

DATE: Sunday, August 31, 2025  
LOCATION: Santa Rosa, Provincia de Buenos Aires, AR

## Event Description

Liga Profesional Argentina - 2nd Phase - Belgrano vs Defensa y Justicia is a premier sports event in Santa Rosa. 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:** 56/100

**Expected Attendance:** 1,928 people

**Event ID:** 4k6SngYPAjCq9PPgYj

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 771 across all properties

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