

# Liga Profesional Argentina - 2nd Phase - Newell's Old Boys vs Defensa y Justicia

DATE: Sunday, August 17, 2025  
LOCATION: Santa Rosa, Provincia de Buenos Aires, AR

## Event Description

Liga Profesional Argentina - 2nd Phase - Newell's Old Boys 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:** 64/100  
**Expected Attendance:** 5,115 people  
**Event ID:** 7Eubd8mU4jhGiUvr87

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,046 across all properties

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