

# Liga Profesional Argentina - 2nd Phase - River Plate vs Estudiantes

DATE: Saturday, September 13, 2025  
LOCATION: La Plata, Provincia de Buenos Aires, AR

## Event Description

Liga Profesional Argentina - 2nd Phase - River Plate vs Estudiantes is a premier sports event in La Plata. 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:** 71/100

**Expected Attendance:** 11,120 people

**Event ID:** 6MRLKjmBSVKBvZ7oum

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,448 across all properties

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