

# Liga Profesional Argentina - 2nd Phase - San Lorenzo vs Atlético Tucumán

DATE: Monday, October 20, 2025  
LOCATION: San Miguel de Tucumán, Tucumán, AR

## Event Description

Liga Profesional Argentina - 2nd Phase - San Lorenzo vs Atlético Tucumán is a premier sports event in San Miguel de Tucumán. 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:** 72/100

**Expected Attendance:** 12,526 people

**Event ID:** C38o3AS4XqvbWi8Qsx

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 5,010 across all properties

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