

# Martes de Picasso

DATE: Tuesday, October 21, 2025

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

## Event Description

Martes de Picasso is a premier performing-arts 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:** performing-arts

**Importance Rank:** 35/100

**Expected Attendance:** 171 people

**Event ID:** 8emSHXaQaL3XXeCrEt

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 68 across all properties

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