

# Prim B Metro - Clausura - Deportivo Armenio vs Argentino Merlo

DATE: Friday, September 5, 2025  
LOCATION: Merlo, Provincia de Buenos Aires, AR

## Event Description

Prim B Metro - Clausura - Deportivo Armenio vs Argentino Merlo is a premier sports event in Merlo, Provincia de 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:** sports

**Importance Rank:** 57/100

**Expected Attendance:** 2,331 people

**Event ID:** GW5RZUfBrdsytTqeCq

## 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:** 932 across all properties

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