

Prim B Metro - Clausura - Midland vs Deportivo Merlo

DATE: Monday, September 15, 2025
LOCATION: Merlo, Buenos Aires Province, AR

Event Description

Prim B Metro - Clausura - Midland vs Deportivo Merlo is a premier sports event in Merlo. 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: 58/100

Expected Attendance: 2,641 people

Event ID: 5QLixnEJUjj5R6DDFB

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,056 across all properties

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